

**CONTINUING AUDIT
OF
MARQUEE VALUES**

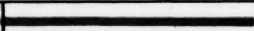
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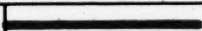
1948

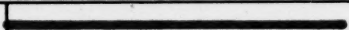
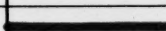
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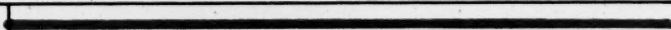
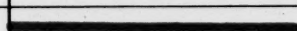
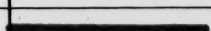
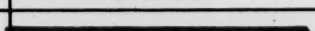
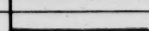
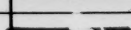
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1948)

Total		28
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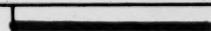
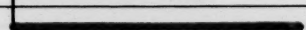
Upper Price Audit *		22
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Males		38
Females		18

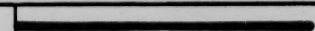
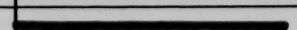
AGE GROUPS

MALES: 12-17		74
18-30		32
31-up		22
FEMALES: 12-17		33
18-30		15
31-up		13

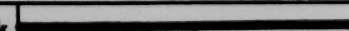
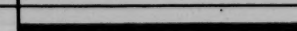
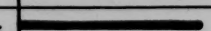
INCOME GROUPS

Upper and Middle		22
Lower		32

SIZE OF CITY

10,000 to 100,000		33
100,000 to 500,000		30
Over 500,000		22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		37
Once a Week		31
Less Than Once a Week		20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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June ALLYSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	35
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Upper Price Audit *	33
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Males	29
Females	41

AGE GROUPS

MALES: 12-17	33
18-30	31
31-up	22
FEMALES: 12-17	62
18-30	43
31-up	24

INCOME GROUPS

Upper and Middle	35
Lower	35

SIZE OF CITY

10,000 to 100,000	36
100,000 to 500,000	36
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	35
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Don AMECHE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	11
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Upper Price Audit *	10
---------------------	----

Males	11
Females	12

AGE GROUPS

MALES: 12-17	12
18-30	9
31-up	12
FEMALES: 12-17	7
18-30	10
31-up	18

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	12
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	11
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

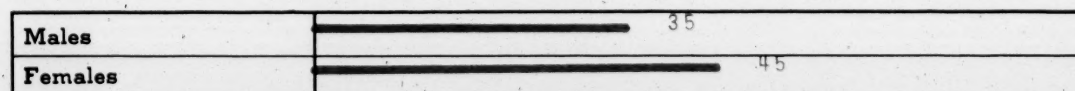
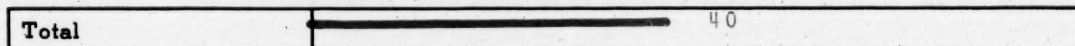
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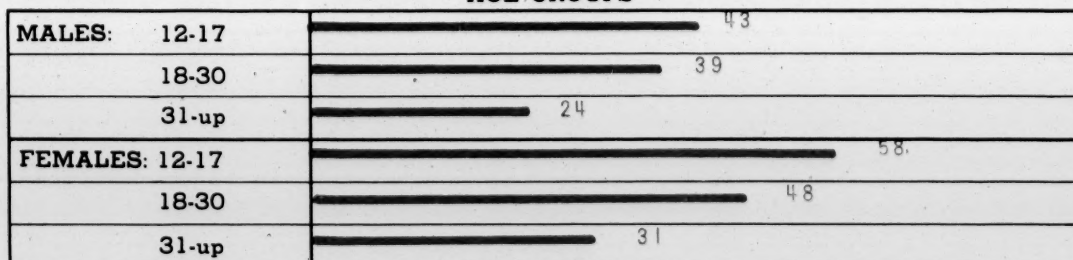
Dana ANDREWS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

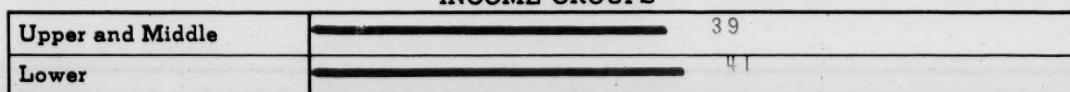
(This analysis is based on interviewing done in March, 1948)



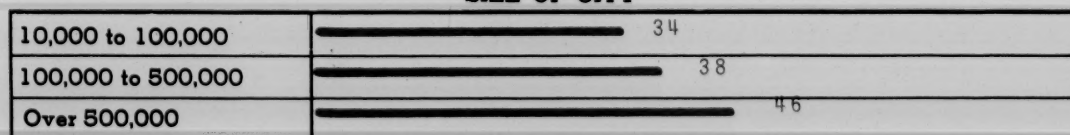
AGE GROUPS



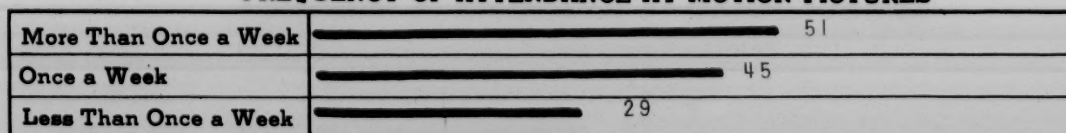
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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ANDREWS SISTERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	19
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Upper Price Audit *	17
---------------------	----

Males	19
Females	19

AGE GROUPS

MALES: 12-17	27
18-30	18
31-up	15
FEMALES: 12-17	24
18-30	20
31-up	14

INCOME GROUPS

Upper and Middle	16
Lower	21

SIZE OF CITY

10,000 to 100,000	23
100,000 to 500,000	18
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	18
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Edward ARNOLD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	11
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Upper Price Audit *	12
---------------------	----

Males	12
Females	10

AGE GROUPS

MALES: 12-17	10
18-30	12
31-up	14
FEMALES: 12-17	5
18-30	9
31-up	15

INCOME GROUPS

Upper and Middle	11
Lower	11

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	11
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	13
Less Than Once a Week	11

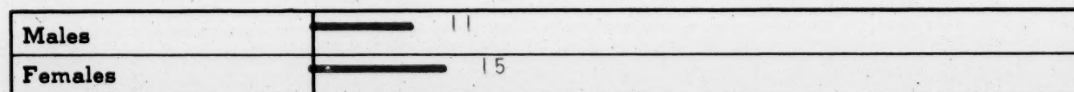
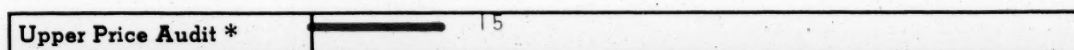
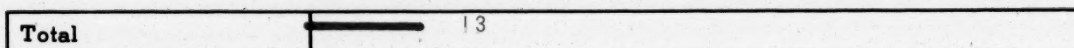
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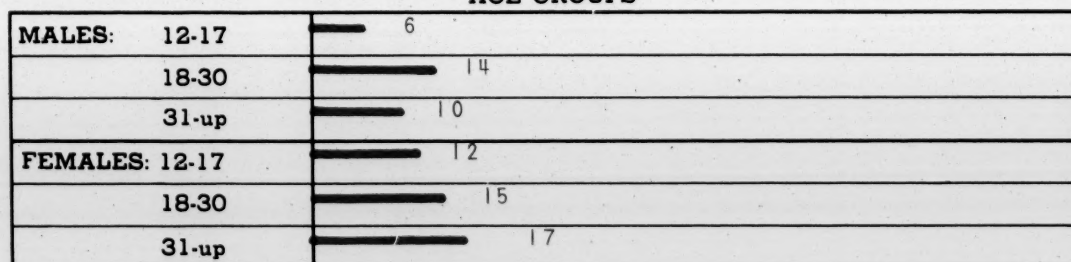
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Jean ARTHUR

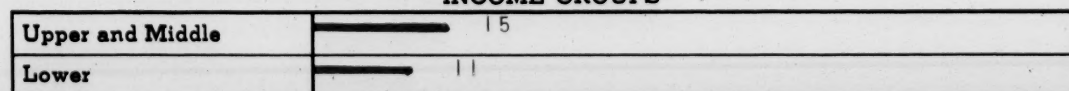
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)



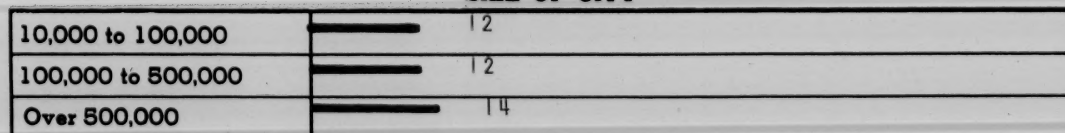
AGE GROUPS



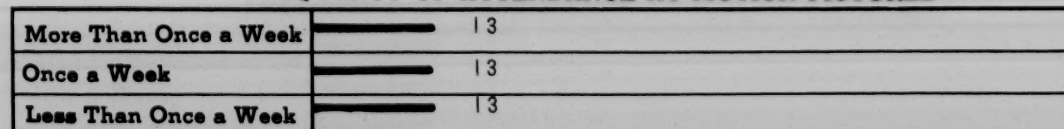
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Fred ASTAIRE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	20
-------	----

Upper Price Audit *	20
---------------------	----

Males	20
Females	20

AGE GROUPS

MALES: 12-17	18
18-30	19
31-up	24
FEMALES: 12-17	20
18-30	20
31-up	21

INCOME GROUPS

Upper and Middle	20
Lower	20

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	22
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	20
Once a Week	20
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Gene AUTRY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	12
-------	----

Upper Price Audit *	6
---------------------	---

Males	16
Females	8

AGE GROUPS

MALES: 12-17	35
18-30	9
31-up	14
FEMALES: 12-17	12
18-30	6
31-up	9

INCOME GROUPS

Upper and Middle	7
Lower	15

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	13
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	13
Less Than Once a Week	10

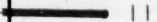
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lew AYRES

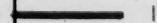
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		11
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Upper Price Audit *		12
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Males		10
Females		12

AGE GROUPS

MALES: 12-17		3
18-30		12
31-up		11
FEMALES: 12-17		9
18-30		12
31-up		14

INCOME GROUPS

Upper and Middle		11
Lower		11

SIZE OF CITY

10,000 to 100,000		8
100,000 to 500,000		12
Over 500,000		13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		12
Once a Week		11
Less Than Once a Week		11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lauren BACALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	23
-------	----

Upper Price Audit *	23
---------------------	----

Males	22
Females	24

AGE GROUPS

MALES: 12-17	26
18-30	25
31-up	14
FEMALES: 12-17	35
18-30	24
31-up	16

INCOME GROUPS

Upper and Middle	22
Lower	24

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	27
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	24
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lucille BALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	24
-------	----

Upper Price Audit *	22
---------------------	----

Males	23
Females	25

AGE GROUPS

MALES: 12-17	28
18-30	24
31-up	18
FEMALES: 12-17	36
18-30	23
31-up	20

INCOME GROUPS

Upper and Middle	23
Lower	25

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	24
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	26
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Ethel BARRYMORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	15
-------	----

Upper Price Audit *	17
---------------------	----

Males	12
Females	18

AGE GROUPS

MALES: 12-17	5
18-30	12
31-up	17
FEMALES: 12-17	11
18-30	17
31-up	24

INCOME GROUPS

Upper and Middle	19
Lower	12

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	14
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	15
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Lionel BARRYMORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	18
-------	----

Upper Price Audit *	19
---------------------	----

Males	18
Females	18

AGE GROUPS

MALES: 12-17	13
18-30	16
31-up	25
FEMALES: 12-17	10
18-30	17
31-up	25

INCOME GROUPS

Upper and Middle	21
Lower	16

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	19
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	16
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Anne BAXTER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	16
-------	----

Upper Price Audit *	15
---------------------	----

Males	12
Females	20

AGE GROUPS

MALES: 12-17	13
18-30	13
31-up	10
FEMALES: 12-17	25
18-30	20
31-up	16

INCOME GROUPS

Upper and Middle	15
Lower	17

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	15
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	20
Once a Week	17
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Wallace BEERY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	18
-------	----

Upper Price Audit *	16
---------------------	----

Males	26
Females	10

AGE GROUPS

MALES: 12-17	26
18-30	24
31-up	29
FEMALES: 12-17	6
18-30	9
31-up	14

INCOME GROUPS

Upper and Middle	16
Lower	20

SIZE OF CITY

10,000 to 100,000	20
100,000 to 500,000	20
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	19
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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William BENDIX

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	34
-------	----

Upper Price Audit *	34
---------------------	----

Males	43
Females	25

AGE GROUPS

MALES: 12-17	57
18-30	44
31-up	33
FEMALES: 12-17	33
18-30	23
31-up	22

INCOME GROUPS

Upper and Middle	32
Lower	36

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	37
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	40
Once a Week	36
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Joan BENNETT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 19
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Upper Price Audit *	 18
---------------------	--

Males	 17
Females	 21

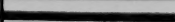
AGE GROUPS

MALES: 12-17	 13
18-30	 16
31-up	 20
FEMALES: 12-17	 19
18-30	 21
31-up	 23

INCOME GROUPS

Upper and Middle	 19
Lower	 19

SIZE OF CITY

10,000 to 100,000	 20
100,000 to 500,000	 19
Over 500,000	 19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 20
Once a Week	 19
Less Than Once a Week	 18

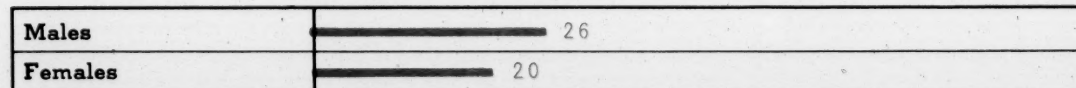
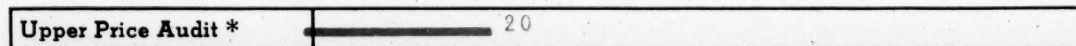
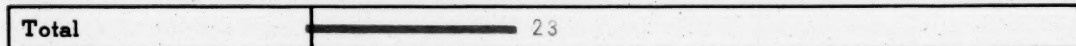
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

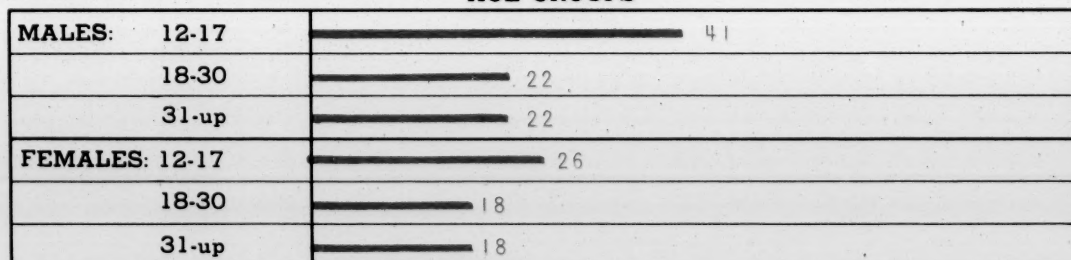
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Jack BENNY

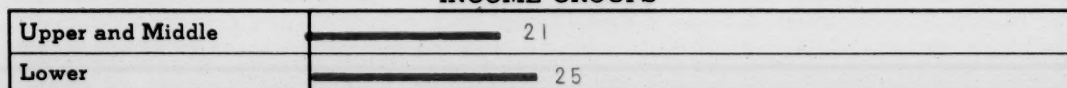
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)



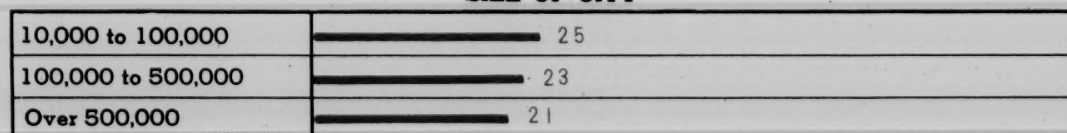
AGE GROUPS



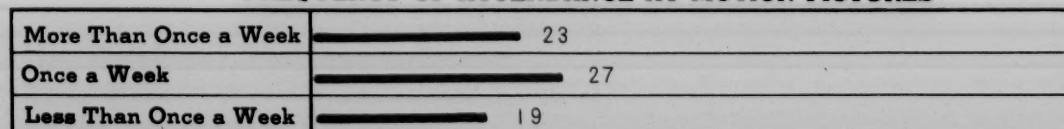
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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BERGEN & MC CARTHY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	14
-------	----

Upper Price Audit *	11
---------------------	----

Males	18
Females	10

AGE GROUPS

MALES: 12-17	31
18-30	14
31-up	16
FEMALES: 12-17	16
18-30	6
31-up	13

INCOME GROUPS

Upper and Middle	13
Lower	15

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	16
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	15
Less Than Once a Week	14

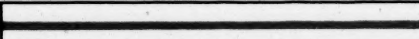
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

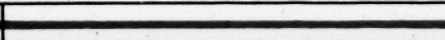
* For Explanation of Upper Price Audit see last page of this report.

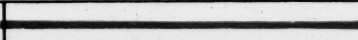
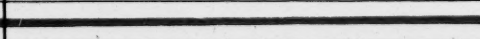
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Ingrid BERGMAN

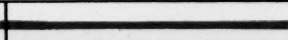
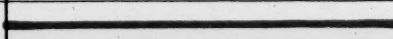
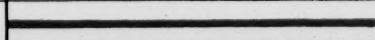
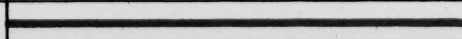
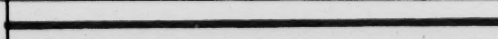
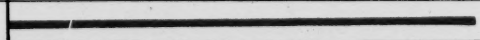
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		47
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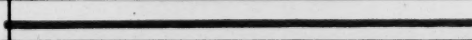
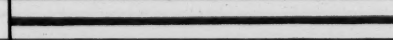
Upper Price Audit *		50
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Males		40
Females		54

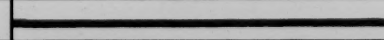
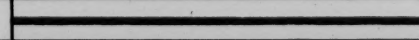
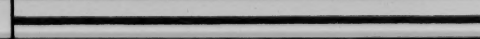
AGE GROUPS

MALES: 12-17		31
18-30		44
31-up		41
FEMALES: 12-17		51
18-30		52
31-up		52

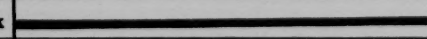
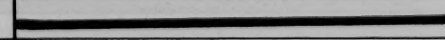
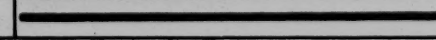
INCOME GROUPS

Upper and Middle		52
Lower		43

SIZE OF CITY

10,000 to 100,000		42
100,000 to 500,000		45
Over 500,000		52

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		46
Once a Week		48
Less Than Once a Week		47

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Janet BLAIR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	12
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Upper Price Audit *	12
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Males	11
Females	13

AGE GROUPS

MALES: 12-17	14
18-30	13
31-up	7
FEMALES: 12-17	21
18-30	13
31-up	8

INCOME GROUPS

Upper and Middle	11
Lower	13

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	11
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	12
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Joan BLONDELL

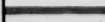
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		11
-------	---	----

Upper Price Audit *		9
---------------------	---	---

Males		10
Females		12

AGE GROUPS

MALES: 12-17		12
18-30		8
31-up		12
FEMALES: 12-17		10
18-30		12
31-up		13

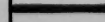
INCOME GROUPS

Upper and Middle		10
Lower		12

SIZE OF CITY

10,000 to 100,000		11
100,000 to 500,000		11
Over 500,000		11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		12
Once a Week		11
Less Than Once a Week		11

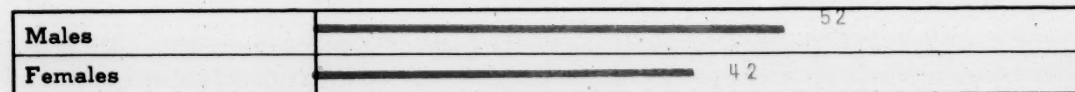
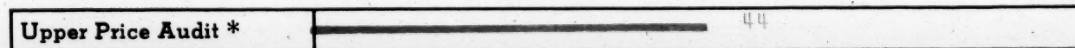
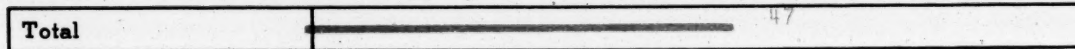
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* For Explanation of Upper Price Audit see last page of this report.

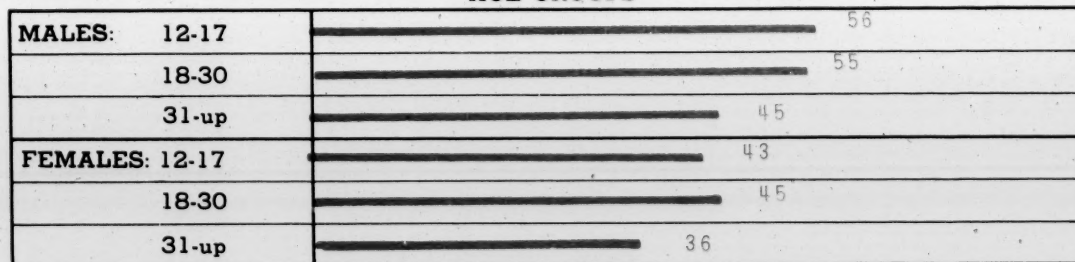
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Humphrey BOGART

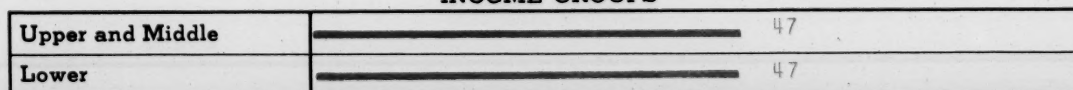
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)



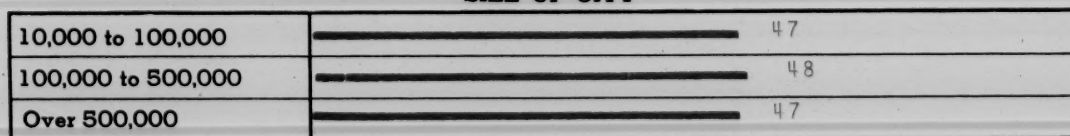
AGE GROUPS



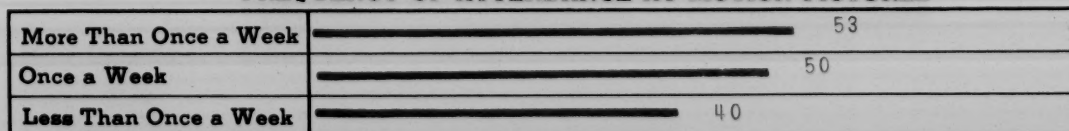
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

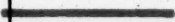
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Charles BOYER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

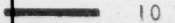
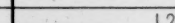
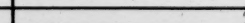
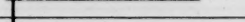
(This analysis is based on interviewing done in March, 1948)

Total		19
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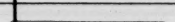
Upper Price Audit *		19
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Males		12
Females		26

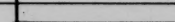
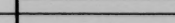
AGE GROUPS

MALES: 12-17		10
18-30		12
31-up		12
FEMALES: 12-17		21
18-30		26
31-up		30

INCOME GROUPS

Upper and Middle		22
Lower		17

SIZE OF CITY

10,000 to 100,000		19
100,000 to 500,000		19
Over 500,000		20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		20
Once a Week		20
Less Than Once a Week		17

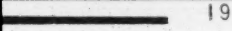
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

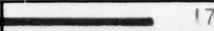
* For Explanation of Upper Price Audit see last page of this report.

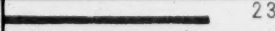
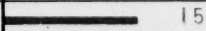
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Eddie BRACKEN

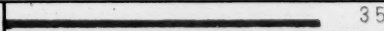
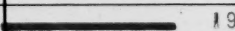
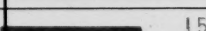
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	
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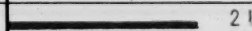
Upper Price Audit *	
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Males	
Females	

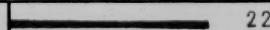
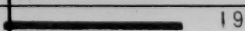
AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

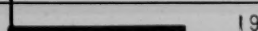
INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

10,000 to 100,000	
100,000 to 500,000	
Over 500,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

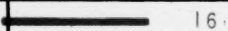
* For Explanation of Upper Price Audit see last page of this report.

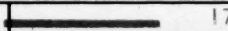
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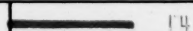
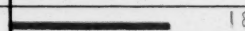
George BRENT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

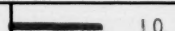
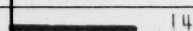
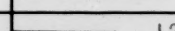
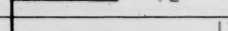
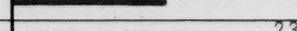
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		16
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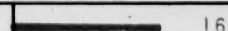
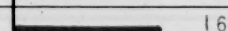
Upper Price Audit *		17
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Males		14
Females		18

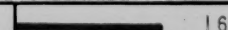
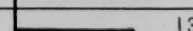
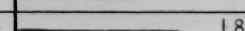
AGE GROUPS

MALES: 12-17		10
18-30		14
31-up		18
FEMALES: 12-17		12
18-30		17
31-up		23

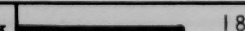
INCOME GROUPS

Upper and Middle		16
Lower		16

SIZE OF CITY

10,000 to 100,000		16
100,000 to 500,000		13
Over 500,000		18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		18
Once a Week		15
Less Than Once a Week		15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

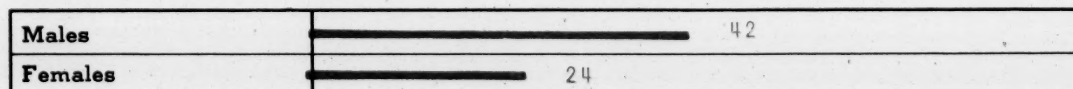
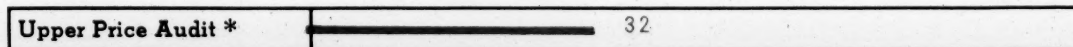
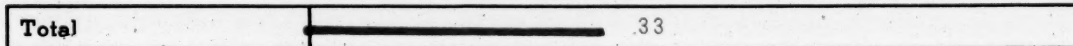
* For Explanation of Upper Price Audit see last page of this report.

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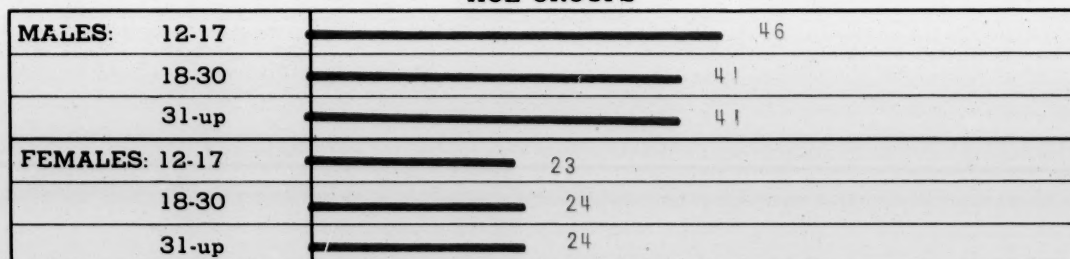
James CAGNEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

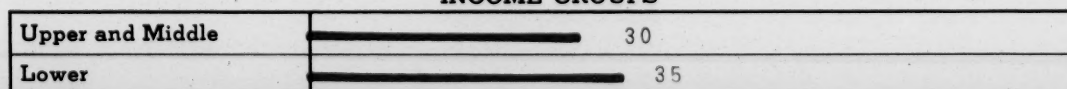
(This analysis is based on interviewing done in March, 1948)



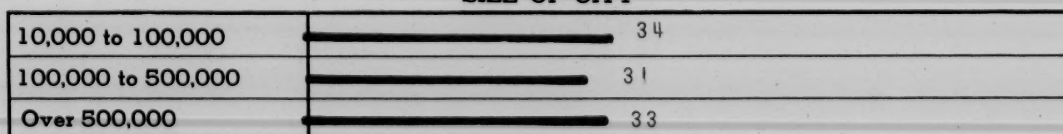
AGE GROUPS



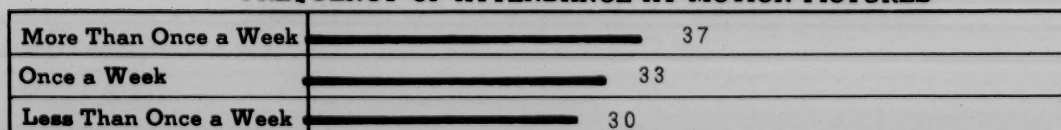
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES



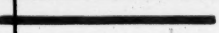
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

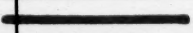
* For Explanation of Upper Price Audit see last page of this report.

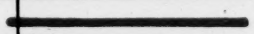
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Eddie CANTOR

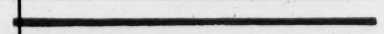
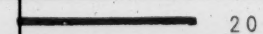
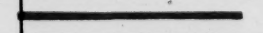
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		23
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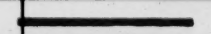
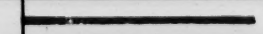
Upper Price Audit *		20
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Males		26
Females		20

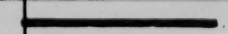
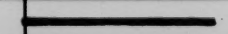
AGE GROUPS

MALES: 12-17		40
18-30		20
31-up		26
FEMALES: 12-17		26
18-30		15
31-up		25

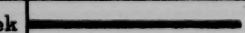
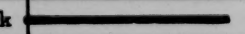
INCOME GROUPS

Upper and Middle		19
Lower		26

SIZE OF CITY

10,000 to 100,000		21
100,000 to 500,000		21
Over 500,000		26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		24
Once a Week		23
Less Than Once a Week		22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Hoagy CARMICHAEL

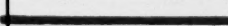
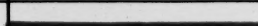
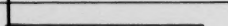
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		21
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Upper Price Audit *		22
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Males		22
Females		20

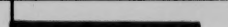
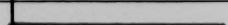
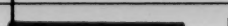
AGE GROUPS

MALES: 12-17		25
18-30		25
31-up		15
FEMALES: 12-17		28
18-30		22
31-up		12

INCOME GROUPS

Upper and Middle		23
Lower		20

SIZE OF CITY

10,000 to 100,000		21
100,000 to 500,000		24
Over 500,000		19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		25
Once a Week		21
Less Than Once a Week		18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

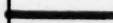
* For Explanation of Upper Price Audit see last page of this report.

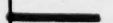
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Madeleine CARROLL

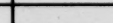
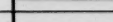
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		12
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Upper Price Audit *		12
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Males		10
Females		14

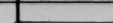
AGE GROUPS

MALES: 12-17		6
18-30		10
31-up		12
FEMALES: 12-17		11
18-30		15
31-up		15

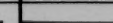
INCOME GROUPS

Upper and Middle		14
Lower		11

SIZE OF CITY

10,000 to 100,000		9
100,000 to 500,000		11
Over 500,000		15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		12
Once a Week		12
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Jack CARSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	20
-------	----

Upper Price Audit *	19
---------------------	----

Males	24
Females	16

AGE GROUPS

MALES: 12-17	43
18-30	20
31-up	17
FEMALES: 12-17	29
18-30	13
31-up	12

INCOME GROUPS

Upper and Middle	16
Lower	23

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	22
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	20
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

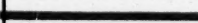
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Joan CAULFIELD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

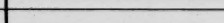
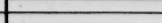
(This analysis is based on interviewing done in March, 1948)

Total		21
-------	---	----

Upper Price Audit *		22
---------------------	---	----

Males		19
Females		23

AGE GROUPS

MALES: 12-17		24
18-30		19
31-up		15
FEMALES: 12-17		35
18-30		24
31-up		14

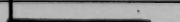
INCOME GROUPS

Upper and Middle		21
Lower		21

SIZE OF CITY

10,000 to 100,000		20
100,000 to 500,000		17
Over 500,000		24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		26
Once a Week		25
Less Than Once a Week		15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Date CLARK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1948)

Total	25
-------	----

Upper Price Audit *	25
---------------------	----

Males	22
Females	28

AGE GROUPS

MALES: 12-17	30
18-30	25
31-up	12
FEMALES: 12-17	25
18-30	32
31-up	15

INCOME GROUPS

Upper and Middle	25
Lower	25

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	22
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	26
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Claudette COLBERT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	34
-------	----------------

Upper Price Audit *	35
---------------------	----------------

Males	26
Females	42

AGE GROUPS

MALES: 12-17	19
18-30	25
31-up	32
FEMALES: 12-17	39
18-30	41
31-up	46

INCOME GROUPS

Upper and Middle	34
Lower	34

SIZE OF CITY

10,000 to 100,000	34
100,000 to 500,000	35
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	36
Less Than Once a Week	33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Ronald COLMAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	32
-------	----

Upper Price Audit *	34
---------------------	----

Males	29
Females	35

AGE GROUPS

MALES: 12-17	19
18-30	30
31-up	35
FEMALES: 12-17	29
18-30	34
31-up	40

INCOME GROUPS

Upper and Middle	37
Lower	28

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	32
Over 500,000	38

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	34
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Richard CONTE

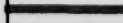
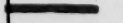
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1948)

Total		13
-------	---	----

Upper Price Audit *		14
---------------------	---	----

Males		11
Females		15

AGE GROUPS

MALES:	12-17		15
	18-30		13
	31-up		5
FEMALES:	12-17		20
	18-30		16
	31-up		10

INCOME GROUPS

Upper and Middle		12
Lower		14

SIZE OF CITY

10,000 to 100,000		9
100,000 to 500,000		11
Over 500,000		18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		20
Once a Week		13
Less Than Once a Week		8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Gary COOPER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	43
-------	----

Upper Price Audit *	43
---------------------	----

Males	46
Females	40

AGE GROUPS

MALES: 12-17	50
18-30	46
31-up	44
FEMALES: 12-17	38
18-30	40
31-up	41

INCOME GROUPS

Upper and Middle	41
Lower	44

SIZE OF CITY

10,000 to 100,000	45
100,000 to 500,000	45
Over 500,000	40

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	47
Once a Week	43
Less Than Once a Week	40

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Jackie COOPER

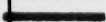
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		12
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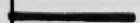
Upper Price Audit *		10
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Males		13
Females		11

AGE GROUPS

MALES: 12-17		22
18-30		10
31-up		12
FEMALES: 12-17		19
18-30		9
31-up		9

INCOME GROUPS

Upper and Middle		10
Lower		14

SIZE OF CITY

10,000 to 100,000		14
100,000 to 500,000		11
Over 500,000		11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		13
Once a Week		16
Less Than Once a Week		8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Joseph COTTEN

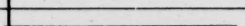
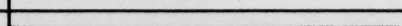
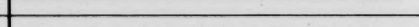
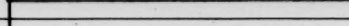
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		36
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Upper Price Audit *		37
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Males		29
Females		43

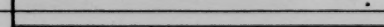
AGE GROUPS

MALES: 12-17		28
18-30		31
31-up		26
FEMALES: 12-17		44
18-30		46
31-up		37

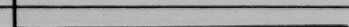
INCOME GROUPS

Upper and Middle		39
Lower		34

SIZE OF CITY

10,000 to 100,000		32
100,000 to 500,000		32
Over 500,000		42

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		39
Once a Week		37
Less Than Once a Week		33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

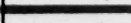
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James CRAIG

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		11
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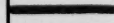
Upper Price Audit *		11
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Males		7
Females		15

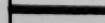
AGE GROUPS

MALES: 12-17		9
18-30		7
31-up		7
FEMALES: 12-17		23
18-30		15
31-up		9

INCOME GROUPS

Upper and Middle		10
Lower		12

SIZE OF CITY

10,000 to 100,000		11
100,000 to 500,000		10
Over 500,000		12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		16
Once a Week		11
Less Than Once a Week		7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Jeanne CRAIN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	26
-------	----

Upper Price Audit *	25
---------------------	----

Males	18
Females	34

AGE GROUPS

MALES: 12-17	24
18-30	20
31-up	11
FEMALES: 12-17	53
18-30	34
31-up	21

INCOME GROUPS

Upper and Middle	27
Lower	25

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	26
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	30
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Joan CRAWFORD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	30
-------	----

Upper Price Audit *	31
---------------------	----

Males	22
Females	38

AGE GROUPS

MALES: 12-17	14
18-30	22
31-up	27
FEMALES: 12-17	32
18-30	38
31-up	42

INCOME GROUPS

Upper and Middle	32
Lower	29

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	27
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	31
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Bing CROSBY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	54
-------	----

Upper Price Audit *	53
---------------------	----

Males	53
Females	55

AGE GROUPS

MALES: 12-17	56
18-30	52
31-up	53
FEMALES: 12-17	57
18-30	54
31-up	55

INCOME GROUPS

Upper and Middle	53
Lower	55

SIZE OF CITY

10,000 to 100,000	55
100,000 to 500,000	57
Over 500,000	51

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	54
Once a Week	55
Less Than Once a Week	53

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

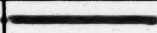
* For Explanation of Upper Price Audit see last page of this report.

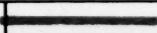
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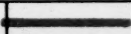
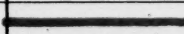
Robert CUMMINGS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

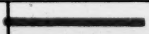
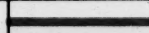
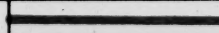
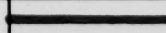
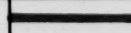
(This analysis is based on interviewing done in March, 1948)

Total		17
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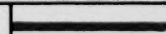
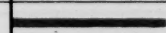
Upper Price Audit *		17
---------------------	---	----

Males		14
Females		20

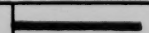
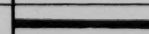
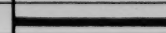
AGE GROUPS

MALES: 12-17		15
18-30		16
31-up		11
FEMALES: 12-17		24
18-30		22
31-up		14

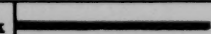
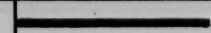
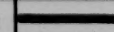
INCOME GROUPS

Upper and Middle		17
Lower		17

SIZE OF CITY

10,000 to 100,000		14
100,000 to 500,000		17
Over 500,000		19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		21
Once a Week		21
Less Than Once a Week		11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Peggy CUMMINS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	10
-------	----

Upper Price Audit *	9
---------------------	---

Males	6
Females	14

AGE GROUPS

MALES: 12-17	4
18-30	8
31-up	4
FEMALES: 12-17	26
18-30	13
31-up	8

INCOME GROUPS

Upper and Middle	9
Lower	10

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	8
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	11
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

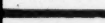
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Dan DAILEY, Jr.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	 11
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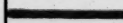
Upper Price Audit *	 12
---------------------	--

Males	 8
Females	 14

AGE GROUPS

MALES: 12-17	 7
18-30	 11
31-up	 4
FEMALES: 12-17	 15
18-30	 17
31-up	 9

INCOME GROUPS

Upper and Middle	 13
Lower	 10

SIZE OF CITY

10,000 to 100,000	 8
100,000 to 500,000	 8
Over 500,000	 15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 14
Once a Week	 12
Less Than Once a Week	 8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Linda DARNELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total		18
-------	---	----

Upper Price Audit *		19
---------------------	---	----

Males		17
Females		19

AGE GROUPS

MALES: 12-17		18
18-30		18
31-up		16
FEMALES: 12-17		29
18-30		18
31-up		13

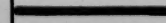
INCOME GROUPS

Upper and Middle		15
Lower		20

SIZE OF CITY

10,000 to 100,000		18
100,000 to 500,000		19
Over 500,000		17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		22
Once a Week		17
Less Than Once a Week		16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Bette DAVIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	36
---------------------	----

Males	25
Females	41

AGE GROUPS

MALES: 12-17	17
18-30	25
31-up	30
FEMALES: 12-17	31
18-30	44
31-up	44

INCOME GROUPS

Upper and Middle	37
Lower	30

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	34
Less Than Once a Week	33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Joan DAVIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	20
-------	----

Upper Price Audit *	9
---------------------	---

Males	19
Females	21

AGE GROUPS

MALES: 12-17	33
18-30	15
31-up	16
FEMALES: 12-17	36
18-30	17
31-up	17

INCOME GROUPS

Upper and Middle	18
Lower	22

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	22
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	21
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

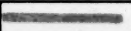
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Dennis DAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

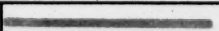
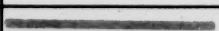
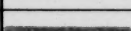
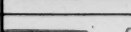
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 14
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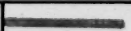
Upper Price Audit *	 13
---------------------	--

Males	 14
Females	 14

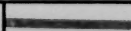
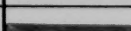
AGE GROUPS

MALES: 12-17	 23
18-30	 12
31-up	 11
FEMALES: 12-17	 23
18-30	 14
31-up	 9

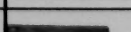
INCOME GROUPS

Upper and Middle	 13
Lower	 15

SIZE OF CITY

10,000 to 100,000	 14
100,000 to 500,000	 17
Over 500,000	 12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 16
Once a Week	 16
Less Than Once a Week	 11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Laraine DAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	22
-------	----

Upper Price Audit *	24
---------------------	----

Males	18
Females	26

AGE GROUPS

MALES: 12-17	17
18-30	20
31-up	15
FEMALES: 12-17	38
18-30	27
31-up	17

INCOME GROUPS

Upper and Middle	22
Lower	22

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	22
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	23
Less Than Once a Week	17

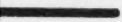
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Yvonne DE CARLO

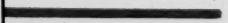
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		13
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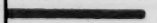
Upper Price Audit *		13
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Males		13
Females		13

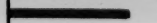
AGE GROUPS

MALES: 12-17		20
18-30		15
31-up		6
FEMALES: 12-17		24
18-30		13
31-up		5

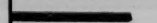
INCOME GROUPS

Upper and Middle		11
Lower		15

SIZE OF CITY

10,000 to 100,000		12
100,000 to 500,000		14
Over 500,000		13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		20
Once a Week		13
Less Than Once a Week		8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Don DE FORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	10
-------	----

Upper Price Audit *	9
---------------------	---

Males	6
Females	14

AGE GROUPS

MALES: 12-17	8
18-30	6
31-up	5
FEMALES: 12-17	30
18-30	13
31-up	5

INCOME GROUPS

Upper and Middle	10
Lower	10

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	8
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	10
Less Than Once a Week	5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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OLIVIA DE HAVILLAND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	29
-------	----

Upper Price Audit *	31
---------------------	----

Males	22
Females	36

AGE GROUPS

MALES: 12-17	14
18-30	25
31-up	24
FEMALES: 12-17	32
18-30	36
31-up	38

INCOME GROUPS

Upper and Middle	32
Lower	27

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	28
Over 500,000	31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	30
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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BILLY DE WOLFE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	22
-------	----

Upper Price Audit *	22
---------------------	----

Males	21
Females	20

AGE GROUPS

MALES: 12-17	21
18-30	21
31-up	18
FEMALES: 12-17	28
18-30	22
31-up	12

INCOME GROUPS

Upper and Middle	22
Lower	22

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	25
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	24
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Brian DONLEVY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	17
-------	----

Upper Price Audit *	16
---------------------	----

Males	20
Females	14

AGE GROUPS

MALES: 12-17	27
18-30	17
31-up	21
FEMALES: 12-17	14
18-30	13
31-up	14

INCOME GROUPS

Upper and Middle	14
Lower	19

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	22
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	20
Once a Week	17
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Melvyn DOUGLAS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	11
-------	----

Upper Price Audit *	12
---------------------	----

Males	9
Females	13

AGE GROUPS

MALES: 12-17	4
18-30	10
31-up	11
FEMALES: 12-17	6
18-30	13
31-up	17

INCOME GROUPS

Upper and Middle	12
Lower	10

SIZE OF CITY

10,000 to 100,000	7
100,000 to 500,000	13
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	12
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Tom DRAKE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	17
-------	----

Upper Price Audit *	16
---------------------	----

Males	11
Females	23

AGE GROUPS

MALES: 12-17	22
18-30	12
31-up	2
FEMALES: 12-17	55
18-30	19
31-up	8

INCOME GROUPS

Upper and Middle	13
Lower	20

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	20
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	15
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Irene DUNNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	24
-------	----

Upper Price Audit *	25
---------------------	----

Males	18
Females	30

AGE GROUPS

MALES: 12-17	9
18-30	17
31-up	25
FEMALES: 12-17	20
18-30	30
31-up	38

INCOME GROUPS

Upper and Middle	27
Lower	22

SIZE OF CITY

10,000 to 100,000	21
100,000 to 500,000	23
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	24
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Jimmy DURANTE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	26
-------	----

Upper Price Audit *	23
---------------------	----

Males	32
Females	20

AGE GROUPS

MALES: 12-17	45
18-30	29
31-up	28
FEMALES: 12-17	28
18-30	17
31-up	19

INCOME GROUPS

Upper and Middle	25
Lower	27

SIZE OF CITY

10,000 to 100,000	2
100,000 to 500,000	29
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	29
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Deanna DURBIN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	18
-------	----

Upper Price Audit *	16
---------------------	----

Males	15
Females	21

AGE GROUPS

MALES: 12-17	14
18-30	15
31-up	16
FEMALES: 12-17	28
18-30	18
31-up	20

INCOME GROUPS

Upper and Middle	18
Lower	18

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	18
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	18
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Dan DURYEA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 10
-------	--

Upper Price Audit *	 10
---------------------	--

Males	 12
Females	 8

AGE GROUPS

MALES: 12-17	 14
18-30	 14
31-up	 7
FEMALES: 12-17	 12
18-30	 9
31-up	 4

INCOME GROUPS

Upper and Middle	 10
Lower	 10

SIZE OF CITY

10,000 to 100,000	 9
100,000 to 500,000	 9
Over 500,000	 11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 13
Once a Week	 10
Less Than Once a Week	 8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Nelson EDDY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March 1948, analysis based on interviewing done in 1947)

Total	15
-------	----

Upper Price Audit *	16
---------------------	----

Males	10
Females	20

AGE GROUPS

MALES: 12-17	10
18-30	9
31-up	12
FEMALES: 12-17	16
18-30	20
31-up	22

INCOME GROUPS

Upper and Middle	18
Lower	13

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	12
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	16
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

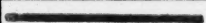
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Douglas FAIRBANKS, J.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total		22
-------	---	----

Upper Price Audit *		22
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Males		25
Females		19

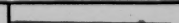
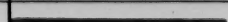
AGE GROUPS

MALES: 12-17		28
18-30		25
31-up		23
FEMALES: 12-17		20
18-30		19
31-up		19

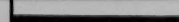
INCOME GROUPS

Upper and Middle		22
Lower		22

SIZE OF CITY

10,000 to 100,000		18
100,000 to 500,000		24
Over 500,000		24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		26
Once a Week		22
Less Than Once a Week		19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Alice FAYE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	19
-------	----

Upper Price Audit *	17
---------------------	----

Males	17
Females	21

AGE GROUPS

MALES: 12-17	19
18-30	14
31-up	19
FEMALES: 12-17	22
18-30	22
31-up	20

INCOME GROUPS

Upper and Middle	15
Lower	22

SIZE OF CITY

10,000 to 100,000	20
100,000 to 500,000	20
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	21
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Barry FITZGERALD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	30
-------	----

Upper Price Audit *	31
---------------------	----

Males	32
Females	28

AGE GROUPS

MALES: 12-17	34
18-30	31
31-up	32
FEMALES: 12-17	31
18-30	28
31-up	26

INCOME GROUPS

Upper and Middle	32
Lower	28

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	30
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	29
Less Than Once a Week	30

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Errol FLYNN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	31
-------	----

Upper Price Audit *	29
---------------------	----

Males	33
Females	29

AGE GROUPS

MALES: 12-17	44
18-30	34
31-up	25
FEMALES: 12-17	34
18-30	31
31-up	22

INCOME GROUPS

Upper and Middle	27
Lower	34

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	32
Over 500,000	31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	40
Once a Week	33
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Henry FONDA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	26
-------	----------------

Upper Price Audit *	27
---------------------	----------------

Males	27
Females	25

AGE GROUPS

MALES: 12-17	22
18-30	30
31-up	26
FEMALES: 12-17	21
18-30	27
31-up	24

INCOME GROUPS

Upper and Middle	27
Lower	25

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	25
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	26
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Joan FONTAINE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	23
-------	----

Upper Price Audit *	24
---------------------	----

Males	17
Females	29

AGE GROUPS

MALES: 12-17	13
18-30	18
31-up	18
FEMALES: 12-17	25
18-30	32
31-up	28

INCOME GROUPS

Upper and Middle	26
Lower	21

SIZE OF CITY

10,000 to 100,000	19
100,000 to 500,000	21
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	24
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Glenn FORI

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	32
-------	----

Upper Price Audit *	33
---------------------	----

Males	25
Females	30

AGE GROUPS

MALES: 12-17	33
18-30	29
31-up	4
FEMALES: 12-17	58
18-30	41
31-up	24

INCOME GROUPS

Upper and Middle	32
Lower	32

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	30
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	42
Once a Week	34
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Clark GABLE

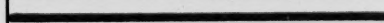
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		39
-------	--	----

Upper Price Audit *		37
---------------------	--	----

Males		35
Females		42

AGE GROUPS

MALES: 12-17		32
18-30		34
31-up		39
FEMALES: 12-17		42
18-30		42
31-up		42

INCOME GROUPS

Upper and Middle		39
Lower		39

SIZE OF CITY

10,000 to 100,000		40
100,000 to 500,000		38
Over 500,000		38

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		42
Once a Week		42
Less Than Once a Week		35

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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A. J. GARDNER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	14
-------	----

Upper Price Audit *	13
---------------------	----

Males	4
Females	4

AGE GROUPS

MALES: 12-17	17
18-30	16
31-up	9
FEMALES: 12-17	20
18-30	16
31-up	8

INCOME GROUPS

Upper and Middle	14
Lower	14

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	12
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	15
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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John GARFIELD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	42
-------	----

Upper Price Audit *	41
---------------------	----

Males	44
Females	40

AGE GROUPS

MALES: 12-17	48
18-30	46
31-up	39
FEMALES: 12-17	45
18-30	44
31-up	31

INCOME GROUPS

Upper and Middle	41
Lower	43

SIZE OF CITY

10,000 to 100,000	39
100,000 to 500,000	37
Over 500,000	48

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	49
Once a Week	43
Less Than Once a Week	36

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Judy GARLAND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	29
-------	----

Upper Price Audit *	26
---------------------	----

Males	24
Females	34

AGE GROUPS

MALES: 12-17	32
18-30	22
31-up	21
FEMALES: 12-17	47
18-30	31
31-up	30

INCOME GROUPS

Upper and Middle	27
Lower	30

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	31
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	30
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Greer GARSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	35
---------------------	----

Males	26
Females	40

AGE GROUPS

MALES: 12-17	20
18-30	27
31-up	28
FEMALES: 12-17	37
18-30	40
31-up	42

INCOME GROUPS

Upper and Middle	36
Lower	31

SIZE OF CITY

10,000 to 100,000	31
100,000 to 500,000	33
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	33
Less Than Once a Week	33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Paulette GODDARD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March 1948, analysis based on interviewing done in 1947)

Total	31
-------	----

Upper Price Audit *	31
---------------------	----

Males	27
Females	35

AGE GROUPS

MALES: 12-17	28
18-30	30
31-up	22
FEMALES: 12-17	38
18-30	38
31-up	28

INCOME GROUPS

Upper and Middle	31
Lower	31

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	30
Over 500,000	31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	32
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Benny GOODMAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March 1948, analysis based on interviewing done in 1947)

Total	15
-------	----

Upper Price Audit *	14
---------------------	----

Males	19
Females	11

AGE GROUPS

MALES: 12-17	3
18-30	21
31-up	8
FEMALES: 12-17	16
18-30	12
31-up	6

INCOME GROUPS

Upper and Middle	13
Lower	16

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	16
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	13
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Betty GRABLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	35
-------	----

Upper Price Audit *	32
---------------------	----

Males	35
Females	35

AGE GROUPS

MALES: 12-17	45
18-30	33
31-up	32
FEMALES: 12-17	48
18-30	33
31-up	30

INCOME GROUPS

Upper and Middle	29
Lower	39

SIZE OF CITY

10,000 to 100,000	38
100,000 to 500,000	36
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	37
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Cary GRANT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	46
-------	----

Upper Price Audit *	47
---------------------	----

Males	45
Females	47

AGE GROUPS

MALES: 12-17	47
18-30	48
31-up	40
FEMALES: 12-17	45
18-30	49
31-up	46

INCOME GROUPS

Upper and Middle	50
Lower	43

SIZE OF CITY

10,000 to 100,000	42
100,000 to 500,000	48
Over 500,000	48

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	51
Once a Week	46
Less Than Once a Week	42

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Kathryn GRAYSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	17
-------	----

Upper Price Audit *	18
---------------------	----

Males	13
Females	21

AGE GROUPS

MALES: 12-17	15
18-30	15
31-up	9
FEMALES: 12-17	32
18-30	21
31-up	14

INCOME GROUPS

Upper and Middle	18
Lower	16

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	16
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	17
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

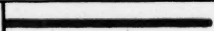
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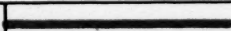
Rex HARRISON

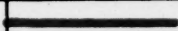
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

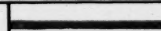
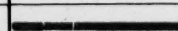
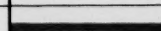
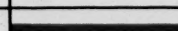
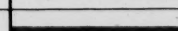
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		23
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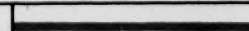
Upper Price Audit *		25
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Males		19
Females		27

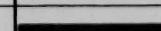
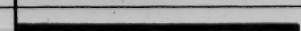
AGE GROUPS

MALES: 12-17		17
18-30		20
31-up		18
FEMALES: 12-17		23
18-30		27
31-up		30

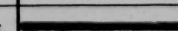
INCOME GROUPS

Upper and Middle		27
Lower		20

SIZE OF CITY

10,000 to 100,000		17
100,000 to 500,000		18
Over 500,000		31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		27
Once a Week		22
Less Than Once a Week		21

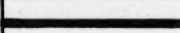
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

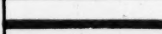
* For Explanation of Upper Price Audit see last page of this report.

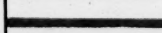
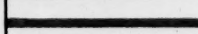
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June HAVER

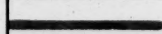
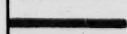
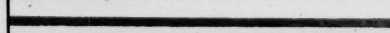
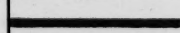
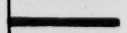
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 20
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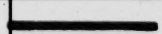
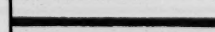
Upper Price Audit *	 18
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Males	 18
Females	 22

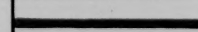
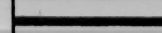
AGE GROUPS

MALES: 12-17	 27
18-30	 17
31-up	 13
FEMALES: 12-17	 43
18-30	 19
31-up	 12

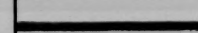
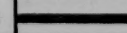
INCOME GROUPS

Upper and Middle	 16
Lower	 23

SIZE OF CITY

10,000 to 100,000	 20
100,000 to 500,000	 21
Over 500,000	 19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 27
Once a Week	 21
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Dick HAYMES

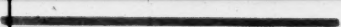
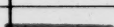
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		25
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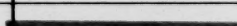
Upper Price Audit *		22
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Males		20
Females		30

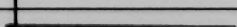
AGE GROUPS

MALES: 12-17		37
18-30		18
31-up		12
FEMALES: 12-17		50
18-30		30
31-up		17

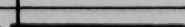
INCOME GROUPS

Upper and Middle		23
Lower		26

SIZE OF CITY

10,000 to 100,000		25
100,000 to 500,000		25
Over 500,000		25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		32
Once a Week		26
Less Than Once a Week		19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Susan HAYWARD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	26
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Upper Price Audit *	26
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Males	22
Females	30

AGE GROUPS

MALES: 12-17	21
18-30	26
31-up	17
FEMALES: 12-17	40
18-30	31
31-up	22

INCOME GROUPS

Upper and Middle	24
Lower	27

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	28
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	28
Less Than Once a Week	18

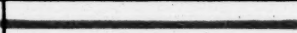
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

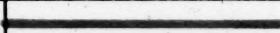
* For Explanation of Upper Price Audit see last page of this report.

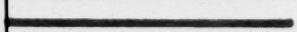
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Rita HAYWORTH

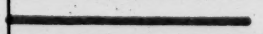
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		33
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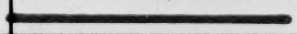
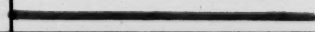
Upper Price Audit *		31
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Males		32
Females		34

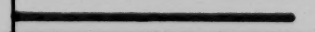
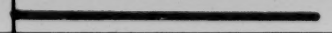
AGE GROUPS

MALES: 12-17		36
18-30		33
31-up		27
FEMALES: 12-17		41
18-30		35
31-up		28

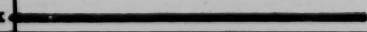
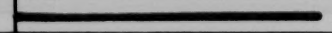
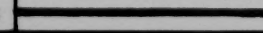
INCOME GROUPS

Upper and Middle		31
Lower		34

SIZE OF CITY

10,000 to 100,000		34
100,000 to 500,000		31
Over 500,000		34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		39
Once a Week		34
Less Than Once a Week		28

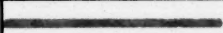
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

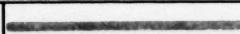
* For Explanation of Upper Price Audit see last page of this report.

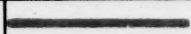
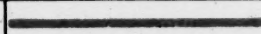
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Van HEFLIN

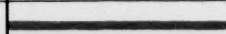
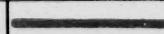
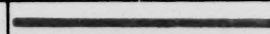
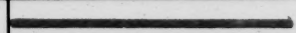
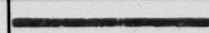
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 24
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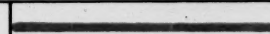
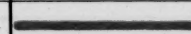
Upper Price Audit *	 26
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Males	 20
Females	 28

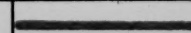
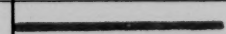
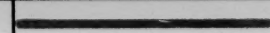
AGE GROUPS

MALES: 12-17	 17
18-30	 24
31-up	 17
FEMALES: 12-17	 29
18-30	 31
31-up	 22

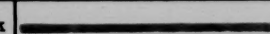
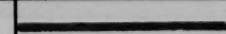
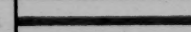
INCOME GROUPS

Upper and Middle	 29
Lower	 20

SIZE OF CITY

10,000 to 100,000	 20
100,000 to 500,000	 23
Over 500,000	 28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 28
Once a Week	 24
Less Than Once a Week	 21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Sonja HENIE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March 1948; analysis based on interviewing done in 1947)

Total	16
-------	----

Upper Price Audit *	14
---------------------	----

Males	13
Females	19

AGE GROUPS

MALES: 12-17	16
18-30	13
31-up	11
FEMALES: 12-17	27
18-30	15
31-up	20

INCOME GROUPS

Upper and Middle	15
Lower	17

SIZE OF CITY

10,000 to 100,000	17
100,000 to 500,000	20
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	18
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1948)

Total	
-------	--

Upper Price Audit *	
---------------------	--

Males	
Females	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

10,000 to 100,000	
100,000 to 500,000	
Over 500,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Katharine HEPBURN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

This star not measured in March 1948; analysis based on interviewing done in 1947)

Total	21
-------	----

Upper Price Audit *	24
---------------------	----

Males	15
Females	27

AGE GROUPS

MALES: 12-17	8
18-30	17
31-up	17
FEMALES: 12-17	20
18-30	31
31-up	25

INCOME GROUPS

Upper and Middle	24
Lower	19

SIZE OF CITY

10,000 to 100,000	18
100,000 to 500,000	19
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	21
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

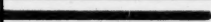
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John HODIAK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		24
-------	---	----

Upper Price Audit *		26
---------------------	---	----

Males		19
Females		29

AGE GROUPS

MALES: 12-17		27
18-30		20
31-up		12
FEMALES: 12-17		37
18-30		32
31-up		19

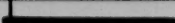
INCOME GROUPS

Upper and Middle		21
Lower		26

SIZE OF CITY

10,000 to 100,000		23
100,000 to 500,000		23
Over 500,000		26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		31
Once a Week		24
Less Than Once a Week		19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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William HOLDEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	11
-------	----

Upper Price Audit *	11
---------------------	----

Males	9
Females	13

AGE GROUPS

MALES: 12-17	13
18-30	11
31-up	4
FEMALES: 12-17	20
18-30	13
31-up	8

INCOME GROUPS

Upper and Middle	11
Lower	11

SIZE OF CITY

10,000 to 100,000	11
100,000 to 500,000	7
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	11
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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BOB HOPE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	47
-------	----

Upper Price Audit *	45
---------------------	----

Males	54
Females	40

AGE GROUPS

MALES: 12-17	70
18-30	54
31-up	44
FEMALES: 12-17	49
18-30	41
31-up	32

INCOME GROUPS

Upper and Middle	45
Lower	48

SIZE OF CITY

10,000 to 100,000	46
100,000 to 500,000	47
Over 500,000	48

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	53
Once a Week	47
Less Than Once a Week	42

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Walter HUSTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	15
-------	----

Upper Price Audit *	17
---------------------	----

Males	16
Females	14

AGE GROUPS

MALES: 12-17	10
18-30	16
31-up	20
FEMALES: 12-17	9
18-30	14
31-up	17

INCOME GROUPS

Upper and Middle	17
Lower	13

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	13
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	14
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Betty HUTTO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	35
-------	----

Upper Price Audit *	31
---------------------	----

Males	35
Females	35

AGE GROUPS

MALES: 12-17	50
18-30	34
31-up	27
FEMALES: 12-17	53
18-30	35
31-up	23

INCOME GROUPS

Upper and Middle	29
Lower	39

SIZE OF CITY

10,000 to 100,000	34
100,000 to 500,000	34
Over 500,000	36

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	46
Once a Week	34
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Van JOHNSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

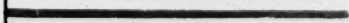
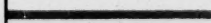
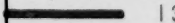
(This analysis is based on interviewing done in March, 1948)

Total		32
-------	---	----

Upper Price Audit *		28
---------------------	---	----

Males		23
Females		41

AGE GROUPS

MALES: 12-17		38
18-30		23
31-up		13
FEMALES: 12-17		67
18-30		40
31-up		26

INCOME GROUPS

Upper and Middle		31
Lower		33

SIZE OF CITY

10,000 to 100,000		39
100,000 to 500,000		35
Over 500,000		25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		43
Once a Week		34
Less Than Once a Week		22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

A. JOLSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	31
---------------------	----

Males	33
Females	33

AGE GROUPS

MALES: 12-17	
18-30	30
31-up	32
FEMALES: 12-17	45
18-30	29
31-up	30

INCOME GROUPS

Upper and Middle	31
Lower	35

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	32
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	34
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Jen fer JONES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	3
-------	---

Upper Price Audit *	36
---------------------	----

Males	28
Females	42

AGE GROUPS

MALES: 12-17	23
18-30	32
31-up	25
FEMALES: 12-17	48
18-30	44
31-up	35

INCOME GROUPS

Upper and Middle	36
Lower	34

SIZE OF CITY

10,000 to 100,000	34
100,000 to 500,000	33
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	38
Once a Week	37
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Boris KARLOFF

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(or not measured in March, 1948; analysis based on interviewing done in 1947)

Total	12
-------	----

Upper Price Audit *	10
---------------------	----

Males	17
Females	7

AGE GROUPS

MALES: 12-17	27
18-30	13
31-up	16
FEMALES: 12-17	9
18-30	6
31-up	7

INCOME GROUPS

Upper and Middle	10
Lower	14

SIZE OF CITY

10,000 to 100,000	8
100,000 to 500,000	14
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	10
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Danny KAYE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	34
-------	----

Upper Price Audit *	33
---------------------	----

Males	37
Females	31

AGE GROUPS

MALES: 12-17	54
18-30	36
31-up	27
FEMALES: 12-17	44
18-30	31
31-up	22

INCOME GROUPS

Upper and Middle	33
Lower	35

SIZE OF CITY

10,000 to 100,000	28
100,000 to 500,000	30
Over 500,000	41

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	38
Once a Week	36
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Gene KELLY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	34
---------------------	----

Males	28
Females	38

AGE GROUPS

MALES: 12-17	38
18-30	29
31-up	20
FEMALES: 12-17	56
18-30	38
31-up	25

INCOME GROUPS

Upper and Middle	33
Lower	33

SIZE OF CITY

10,000 to 100,000	28
100,000 to 500,000	32
Over 500,000	38

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	34
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Gene KELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	34
---------------------	----

Males	28
Females	38

AGE GROUPS

MALES: 12-17	39
18-30	29
31-up	20
FEMALES: 12-17	56
18-30	38
31-up	25

INCOME GROUPS

Upper and Middle	33
Lower	33

SIZE OF CITY

10,000 to 100,000	28
100,000 to 500,000	32
Over 500,000	38

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	34
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Deborah KERR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1948)

Total	14
-------	----

Upper Price Audit *	5
---------------------	---

Males	10
Females	8

AGE GROUPS

MALES: 12-17	5
18-30	12
31-up	11
FEMALES: 12-17	25
18-30	15
31-up	17

INCOME GROUPS

Upper and Middle	16
Lower	12

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	13
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	15
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Everlyn KEYES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	10
-------	----

Upper Price Audit *	1
---------------------	---

Males	8
Females	12

AGE GROUPS

MALES: 12-17	12
18-30	8
31-up	6
FEMALES: 12-17	18
18-30	12
31-up	8

INCOME GROUPS

Upper and Middle	10
Lower	10

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	8
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	11
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Alan LADD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	47
-------	----

Upper Price Audit *	43
---------------------	----

Males	47
Females	47

AGE GROUPS

MALES: 12-17	70
18-30	46
31-up	33
FEMALES: 12-17	71
18-30	45
31-up	33

INCOME GROUPS

Upper and Middle	4
Lower	5

SIZE OF CITY

10,000 to 100,000	48
100,000 to 500,000	47
Over 500,000	46

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	63
Once a Week	48
Less Than Once a Week	35

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Veronica LAKE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March 1948; analysis based on interviewing done in 1947)

Total	14
-------	----

Upper Price Audit *	12
---------------------	----

Males	14
Females	14

AGE GROUPS

MALES: 12-17	23
18-30	13
31-up	10
FEMALES: 12-17	23
18-30	12
31-up	10

INCOME GROUPS

Upper and Middle	11
Lower	16

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	14
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	14
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Hedy LAMARR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	28
-------	----

Upper Price Audit *	27
---------------------	----

Males	27
Females	29

AGE GROUPS

MALES: 12-17	28
18-30	27
31-up	26
FEMALES: 12-17	41
18-30	28
31-up	22

INCOME GROUPS

Upper and Middle	26
Lower	29

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	23
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	29
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Dorothy LAMOUR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	23
-------	----

Upper Price Audit *	20
---------------------	----

Males	24
Females	22

AGE GROUPS

MALES: 12-17	33
18-30	22
31-up	22
FEMALES: 12-17	31
18-30	18
31-up	23

INCOME GROUPS

Upper and Middle	18
Lower	26

SIZE OF CITY

10,000 to 100,000	26
100,000 to 500,000	25
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	24
Less Than Once a Week	17

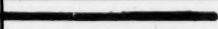
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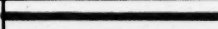
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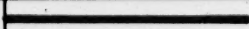
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Burt LANCASTER

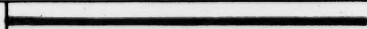
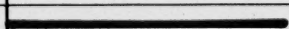
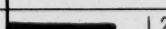
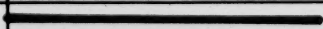
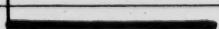
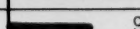
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		24
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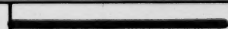
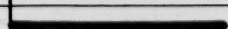
Upper Price Audit *		24
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Males		27
Females		21

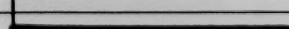
AGE GROUPS

MALES: 12-17		40
18-30		31
31-up		12
FEMALES: 12-17		35
18-30		23
31-up		9

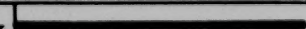
INCOME GROUPS

Upper and Middle		24
Lower		24

SIZE OF CITY

10,000 to 100,000		16
100,000 to 500,000		23
Over 500,000		31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		32
Once a Week		24
Less Than Once a Week		18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Carole LANDIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	11
-------	----

Upper Price Audit *	10
---------------------	----

Males	14
Females	8

AGE GROUPS

MALES: 12-17	13
18-30	14
31-up	14
FEMALES: 12-17	11
18-30	8
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	13

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	11
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	10
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

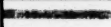
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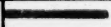
Frances LANGFORD

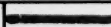
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

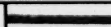
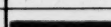
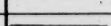
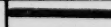
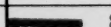
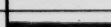
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 12
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Upper Price Audit *	 11
---------------------	--

Males	 12
Females	 12

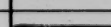
AGE GROUPS

MALES: 12-17	 13
18-30	 13
31-up	 11
FEMALES: 12-17	 16
18-30	 8
31-up	 13

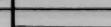
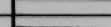
INCOME GROUPS

Upper and Middle	 12
Lower	 12

SIZE OF CITY

10,000 to 100,000	 13
100,000 to 500,000	 14
Over 500,000	 10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 15
Once a Week	 12
Less Than Once a Week	 10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Charles LAUGHTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	13
-------	---------------------------

Upper Price Audit *	15
---------------------	---------------------------

Males	15
Females	11

AGE GROUPS

MALES: 12-17	8
18-30	15
31-up	20
FEMALES: 12-17	5
18-30	11
31-up	14

INCOME GROUPS

Upper and Middle	16
Lower	11

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	12
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	12
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

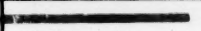
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Peter LAWFORD

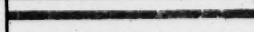
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

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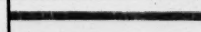
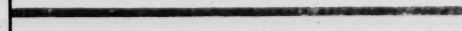
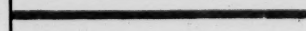
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Total	 21
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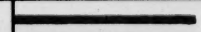
Upper Price Audit *	 24
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Males	 13
Females	 29

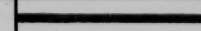
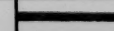
AGE GROUPS

MALES: 12-17	 22
18-30	 14
31-up	 6
FEMALES: 12-17	 50
18-30	 33
31-up	 8

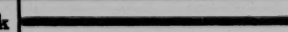
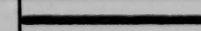
INCOME GROUPS

Upper and Middle	 20
Lower	 22

SIZE OF CITY

10,000 to 100,000	 21
100,000 to 500,000	 14
Over 500,000	 26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 31
Once a Week	 23
Less Than Once a Week	 12

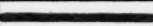
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

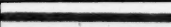
* For Explanation of Upper Price Audit see last page of this report.

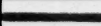
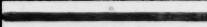
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Vivien LEIGH

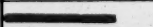
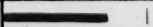
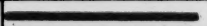
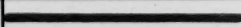
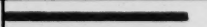
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 17
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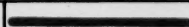
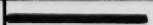
Upper Price Audit *	 19
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Males	 11
Females	 23

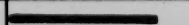
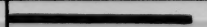
AGE GROUPS

MALES: 12-17	 8
18-30	 12
31-up	 11
FEMALES: 12-17	 21
18-30	 26
31-up	 20

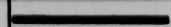
INCOME GROUPS

Upper and Middle	 20
Lower	 15

SIZE OF CITY

10,000 to 100,000	 13
100,000 to 500,000	 16
Over 500,000	 20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 17
Once a Week	 17
Less Than Once a Week	 17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Joan LESLIE

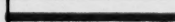
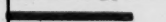
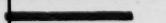
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		19
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Upper Price Audit *		18
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Males		19
Females		19

AGE GROUPS

MALES: 12-17		26
18-30		19
31-up		14
FEMALES: 12-17		28
18-30		19
31-up		14

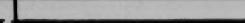
INCOME GROUPS

Upper and Middle		21
Lower		17

SIZE OF CITY

10,000 to 100,000		17
100,000 to 500,000		14
Over 500,000		24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		26
Once a Week		20
Less Than Once a Week		13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

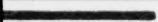
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Myrna LOY

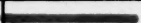
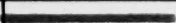
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

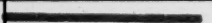
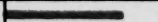
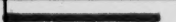
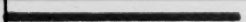
(This star not measured in March 1948. analysis based on interviewing done in 1947)

Total	 17
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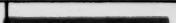
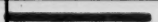
Upper Price Audit *	 17
---------------------	--

Males	 15
Females	 19

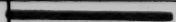
AGE GROUPS

MALES: 12-17	 8
18-30	 13
31-up	 22
FEMALES: 12-17	 13
18-30	 17
31-up	 26

INCOME GROUPS

Upper and Middle	 18
Lower	 16

SIZE OF CITY

10,000 to 100,000	 16
100,000 to 500,000	 17
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 16
Once a Week	 16
Less Than Once a Week	 18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

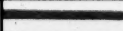
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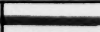
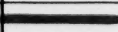
Paul LUKAS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

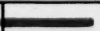
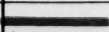
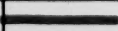
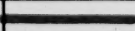
(This analysis is based on interviewing done in March, 1948)

Total		12
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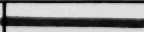
Upper Price Audit *		14
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Males		11
Females		13

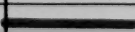
AGE GROUPS

MALES: 12-17		10
18-30		12
31-up		10
FEMALES: 12-17		9
18-30		13
31-up		15

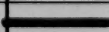
INCOME GROUPS

Upper and Middle		16
Lower		9

SIZE OF CITY

10,000 to 100,000		9
100,000 to 500,000		11
Over 500,000		15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		11
Once a Week		12
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

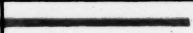
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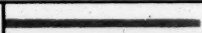
Ida LUPINO

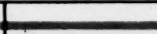
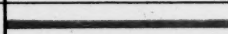
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

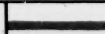
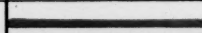
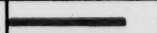
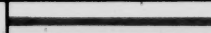
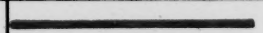
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 21
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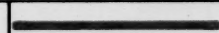
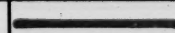
Upper Price Audit *	 22
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Males	 17
Females	 25

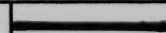
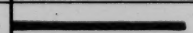
AGE GROUPS

MALES: 12-17	 11
18-30	 22
31-up	 13
FEMALES: 12-17	 23
18-30	 27
31-up	 23

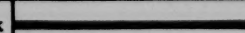
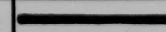
INCOME GROUPS

Upper and Middle	 23
Lower	 19

SIZE OF CITY

10,000 to 100,000	 17
100,000 to 500,000	 19
Over 500,000	 26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 26
Once a Week	 21
Less Than Once a Week	 17

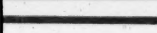
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

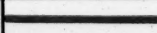
* For Explanation of Upper Price Audit see last page of this report.

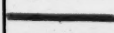
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Jeanette MAC DONALD

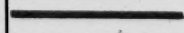
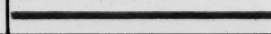
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 17
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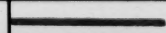
Upper Price Audit *	 17
---------------------	--

Males	 12
Females	 22

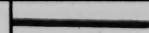
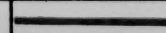
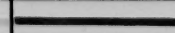
AGE GROUPS

MALES: 12-17	 8
18-30	 11
31-up	 15
FEMALES: 12-17	 19
18-30	 19
31-up	 29

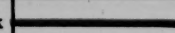
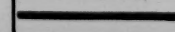
INCOME GROUPS

Upper and Middle	 18
Lower	 17

SIZE OF CITY

10,000 to 100,000	 15
100,000 to 500,000	 17
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 18
Once a Week	 15
Less Than Once a Week	 18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Fred MAC MURRAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	31
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Upper Price Audit *	31
---------------------	----

Males	33
Females	29

AGE GROUPS

MALES: 12-17	36
18-30	33
31-up	30
FEMALES: 12-17	27
18-30	29
31-up	31

INCOME GROUPS

Upper and Middle	32
Lower	30

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	32
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	33
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

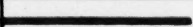
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Guy MADISON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

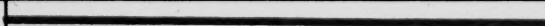
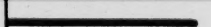
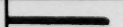
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 21
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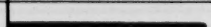
Upper Price Audit *	 19
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Males	 13
Females	 29

AGE GROUPS

MALES: 12-17	 23
18-30	 12
31-up	 8
FEMALES: 12-17	 60
18-30	 28
31-up	 11

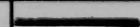
INCOME GROUPS

Upper and Middle	 20
Lower	 22

SIZE OF CITY

10,000 to 100,000	 23
100,000 to 500,000	 20
Over 500,000	 20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 29
Once a Week	 23
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Fredric MARCH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	18
-------	----

Upper Price Audit *	19
---------------------	----

Males	17
Females	19

AGE GROUPS

MALES: 12-17	8
18-30	16
31-up	24
FEMALES: 12-17	9
18-30	19
31-up	26

INCOME GROUPS

Upper and Middle	21
Lower	16

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	16
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	18
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

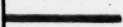
* For Explanation of Upper Price Audit see last page of this report.

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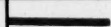
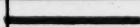
Herbert MARSHALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

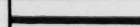
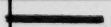
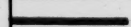
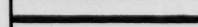
(This analysis is based on interviewing done in March, 1948)

Total		13
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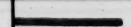
Upper Price Audit *		14
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Males		11
Females		15

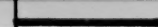
AGE GROUPS

MALES: 12-17		9
18-30		9
31-up		15
FEMALES: 12-17		10
18-30		13
31-up		21

INCOME GROUPS

Upper and Middle		15
Lower		12

SIZE OF CITY

10,000 to 100,000		10
100,000 to 500,000		12
Over 500,000		16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		11
Once a Week		13
Less Than Once a Week		14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

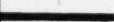
Freddy MARTIN & ORCHESTRA

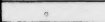
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

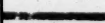
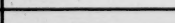
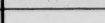
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 12
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Upper Price Audit *	 13
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Males	 12
Females	 12

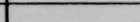
AGE GROUPS

MALES: 12-17	 12
18-30	 15
31-up	 7
FEMALES: 12-17	 19
18-30	 11
31-up	 9

INCOME GROUPS

Upper and Middle	 11
Lower	 13

SIZE OF CITY

10,000 to 100,000	 13
100,000 to 500,000	 16
Over 500,000	 8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 16
Once a Week	 12
Less Than Once a Week	 9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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MARX BROTHERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	16
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Upper Price Audit *	15
---------------------	----

Males	22
Females	10

AGE GROUPS

MALES: 12-17	34
18-30	18
31-up	19
FEMALES: 12-17	11
18-30	10
31-up	9

INCOME GROUPS

Upper and Middle	14
Lower	17

SIZE OF CITY

10,000 to 100,000	16
100,000 to 500,000	14
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	18
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

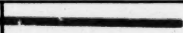
* For Explanation of Upper Price Audit see last page of this report.

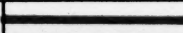
James MASON

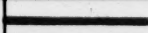
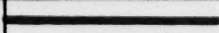
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

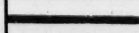
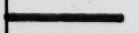
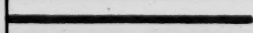
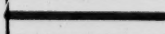
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		20
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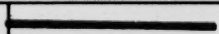
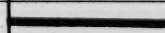
Upper Price Audit *		21
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Males		16
Females		24

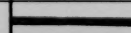
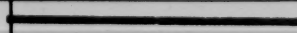
AGE GROUPS

MALES: 12-17		15
18-30		19
31-up		13
FEMALES: 12-17		27
18-30		27
31-up		18

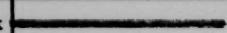
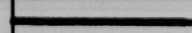
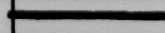
INCOME GROUPS

Upper and Middle		23
Lower		18

SIZE OF CITY

10,000 to 100,000		10
100,000 to 500,000		14
Over 500,000		32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		24
Once a Week		20
Less Than Once a Week		17

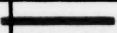
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

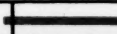
* For Explanation of Upper Price Audit see last page of this report.

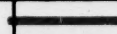
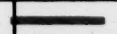
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Raymond MASSEY

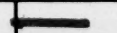
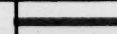
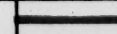
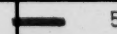
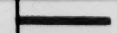
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		12
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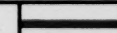
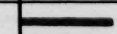
Upper Price Audit *		13
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Males		14
Females		10

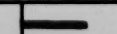
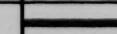
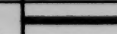
AGE GROUPS

MALES: 12-17		8
18-30		14
31-up		18
FEMALES: 12-17		5
18-30		10
31-up		14

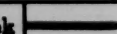
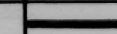
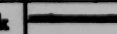
INCOME GROUPS

Upper and Middle		14
Lower		10

SIZE OF CITY

10,000 to 100,000		7
100,000 to 500,000		11
Over 500,000		17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		10
Once a Week		12
Less Than Once a Week		14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Victor MATURE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	16
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Upper Price Audit *	17
---------------------	----

Males	13
Females	19

AGE GROUPS

MALES: 12-17	16
18-30	14
31-up	10
FEMALES: 12-17	26
18-30	20
31-up	13

INCOME GROUPS

Upper and Middle	14
Lower	17

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	17
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Virginia MAYO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	16
-------	----

Upper Price Audit *	15
---------------------	----

Males	17
Females	15

AGE GROUPS

MALES: 12-17	19
18-30	19
31-up	12
FEMALES: 12-17	29
18-30	12
31-up	10

INCOME GROUPS

Upper and Middle	14
Lower	17

SIZE OF CITY

10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	16
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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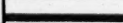
Joel MC CREA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

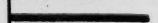
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		13
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Upper Price Audit *		13
---------------------	---	----

Males		14
Females		12

AGE GROUPS

MALES: 12-17		15
18-30		13
31-up		14
FEMALES: 12-17		10
18-30		11
31-up		15

INCOME GROUPS

Upper and Middle		13
Lower		13

SIZE OF CITY

10,000 to 100,000		14
100,000 to 500,000		13
Over 500,000		13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		15
Once a Week		13
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Roddy MC DOWALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	11
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Upper Price Audit *	9
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Males	9
Females	13

AGE GROUPS

MALES: 12-17	16
18-30	8
31-up	6
FEMALES: 12-17	26
18-30	10
31-up	9

INCOME GROUPS

Upper and Middle	12
Lower	10

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	11
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	12
Less Than Once a Week	8

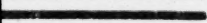
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Dorothy MC GUIRE

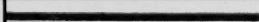
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 23
-------	--

Upper Price Audit *	 25
---------------------	--

Males	 16
Females	 30

AGE GROUPS

MALES: 12-17	 13
18-30	 18
31-up	 16
FEMALES: 12-17	 33
18-30	 30
31-up	 28

INCOME GROUPS

Upper and Middle	 27
Lower	 20

SIZE OF CITY

10,000 to 100,000	 19
100,000 to 500,000	 23
Over 500,000	 26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 24
Once a Week	 23
Less Than Once a Week	 22

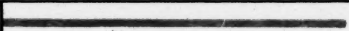
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

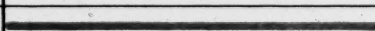
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Ray MILLAND

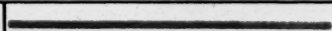
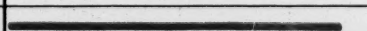
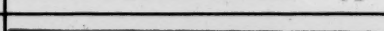
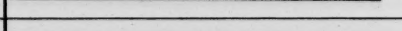
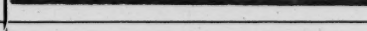
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 38
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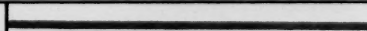
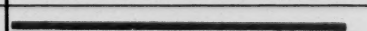
Upper Price Audit *	 40
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Males	 35
Females	 41

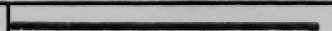
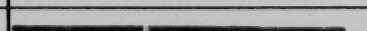
AGE GROUPS

MALES: 12-17	 36
18-30	 37
31-up	 32
FEMALES: 12-17	 41
18-30	 43
31-up	 37

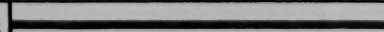
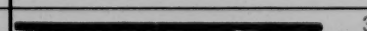
INCOME GROUPS

Upper and Middle	 40
Lower	 37

SIZE OF CITY

10,000 to 100,000	 34
100,000 to 500,000	 37
Over 500,000	 42

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 42
Once a Week	 39
Less Than Once a Week	 34

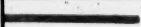
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

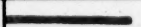
* For Explanation of Upper Price Audit see last page of this report.

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Thomas MITCHELL

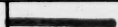
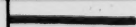
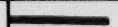
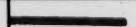
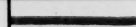
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		15
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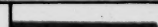
Upper Price Audit *		14
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Males		17
Females		13

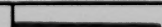
AGE GROUPS

MALES: 12-17		12
18-30		21
31-up		14
FEMALES: 12-17		11
18-30		13
31-up		14

INCOME GROUPS

Upper and Middle		16
Lower		14

SIZE OF CITY

10,000 to 100,000		8
100,000 to 500,000		16
Over 500,000		19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		18
Once a Week		16
Less Than Once a Week		12

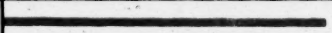
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Robert MITCHUM

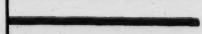
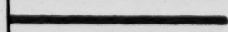
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		36
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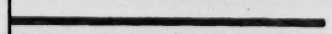
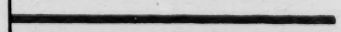
Upper Price Audit *		36
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Males		33
Females		39

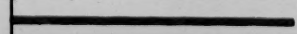
AGE GROUPS

MALES: 12-17		42
18-30		37
31-up		21
FEMALES: 12-17		54
18-30		42
31-up		24

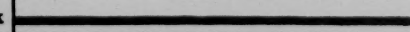
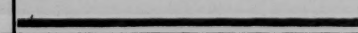
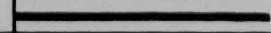
INCOME GROUPS

Upper and Middle		35
Lower		36

SIZE OF CITY

10,000 to 100,000		31
100,000 to 500,000		33
Over 500,000		42

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		44
Once a Week		38
Less Than Once a Week		28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Maria MONTEZ

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	10
-------	----

Upper Price Audit *	10
---------------------	----

Males	9
Females	11

AGE GROUPS

MALES: 12-17	14
18-30	10
31-up	5
FEMALES: 12-17	20
18-30	9
31-up	8

INCOME GROUPS

Upper and Middle	9
Lower	11

SIZE OF CITY

10,000 to 100,000	9
100,000 to 500,000	10
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

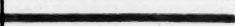
More Than Once a Week	13
Once a Week	10
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

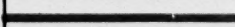
* For Explanation of Upper Price Audit see last page of this report.

Robert MONTGOMERY

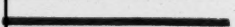
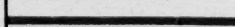
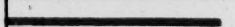
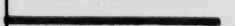
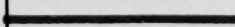
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		26
-------	---	----

Upper Price Audit *		27
---------------------	---	----

Males		26
Females		26

AGE GROUPS

MALES: 12-17		23
18-30		25
31-up		29
FEMALES: 12-17		24
18-30		24
31-up		30

INCOME GROUPS

Upper and Middle		28
Lower		25

SIZE OF CITY

10,000 to 100,000		23
100,000 to 500,000		24
Over 500,000		30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		25
Once a Week		26
Less Than Once a Week		26

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

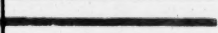
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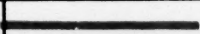
Dennis MORGAN

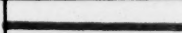
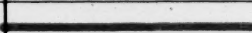
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

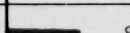
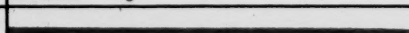
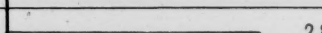
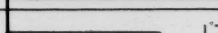
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 24
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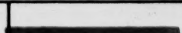
Upper Price Audit *	 22
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Males	 20
Females	 28

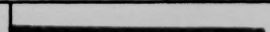
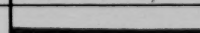
AGE GROUPS

MALES: 12-17	 37
18-30	 21
31-up	 8
FEMALES: 12-17	 45
18-30	 28
31-up	 17

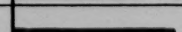
INCOME GROUPS

Upper and Middle	 19
Lower	 28

SIZE OF CITY

10,000 to 100,000	 28
100,000 to 500,000	 22
Over 500,000	 23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 30
Once a Week	 26
Less Than Once a Week	 18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Frank MORGAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

Total	14
-------	---------------------------

Upper Price Audit *	13
---------------------	---------------------------

Males	16
Females	12

AGE GROUPS

MALES: 12-17	20
18-30	15
31-up	15
FEMALES: 12-17	14
18-30	10
31-up	13

INCOME GROUPS

Upper and Middle	13
Lower	15

SIZE OF CITY

10,000 to 100,000	13
100,000 to 500,000	14
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	12
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

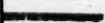
* For Explanation of Upper Price Audit see last page of this report.

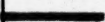
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Henry MORGAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

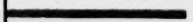
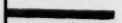
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		11
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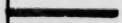
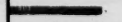
Upper Price Audit *		11
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Males		13
Females		9

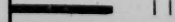
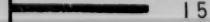
AGE GROUPS

MALES: 12-17		20
18-30		12
31-up		9
FEMALES: 12-17		8
18-30		9
31-up		10

INCOME GROUPS

Upper and Middle		12
Lower		10

SIZE OF CITY

10,000 to 100,000		6
100,000 to 500,000		11
Over 500,000		15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		12
Once a Week		10
Less Than Once a Week		11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Paul MUNI

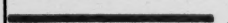
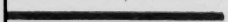
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 23
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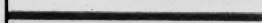
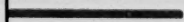
Upper Price Audit *	 .24
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Males	 25
Females	 21

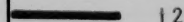
AGE GROUPS

MALES: 12-17	 19
18-30	 25
31-up	 29
FEMALES: 12-17	 12
18-30	 23
31-up	 24

INCOME GROUPS

Upper and Middle	 28
Lower	 .19

SIZE OF CITY

10,000 to 100,000	 12
100,000 to 500,000	 20
Over 500,000	 34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 23
Less Than Once a Week	 24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

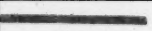
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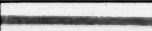
George MURPHY

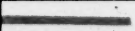
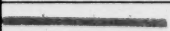
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

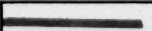
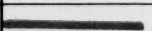
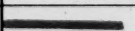
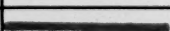
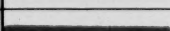
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		16
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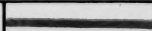
Upper Price Audit *		17
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Males		14
Females		18

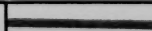
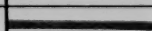
AGE GROUPS

MALES: 12-17		15
18-30		15
31-up		13
FEMALES: 12-17		18
18-30		18
31-up		18

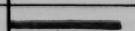
INCOME GROUPS

Upper and Middle		16
Lower		16

SIZE OF CITY

10,000 to 100,000		16
100,000 to 500,000		15
Over 500,000		16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		19
Once a Week		18
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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David NIVEN

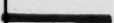
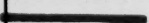
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		15
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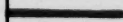
Upper Price Audit *		17
---------------------	---	----

Males		11
Females		19

AGE GROUPS

MALES: 12-17		8
18-30		12
31-up		12
FEMALES: 12-17		16
18-30		20
31-up		20

INCOME GROUPS

Upper and Middle		18
Lower		13

SIZE OF CITY

10,000 to 100,000		12
100,000 to 500,000		12
Over 500,000		20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		15
Once a Week		15
Less Than Once a Week		14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

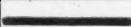
* For Explanation of Upper Price Audit see last page of this report.

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Merle OBERON

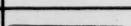
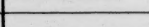
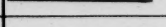
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 12
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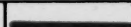
Upper Price Audit *	 14
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Males	 8
Females	 16

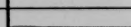
AGE GROUPS

MALES: 12-17	 6
18-30	 8
31-up	 9
FEMALES: 12-17	 13
18-30	 16
31-up	 18

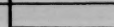
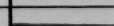
INCOME GROUPS

Upper and Middle	 14
Lower	 10

SIZE OF CITY

10,000 to 100,000	 10
100,000 to 500,000	 12
Over 500,000	 14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 11
Once a Week	 12
Less Than Once a Week	 12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

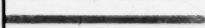
* For Explanation of Upper Price Audit see last page of this report.

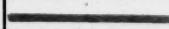
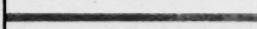
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Margaret O'BRIEN

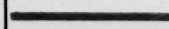
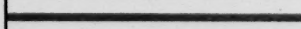
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 23
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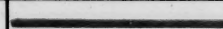
Upper Price Audit *	 22
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Males	 18
Females	 28

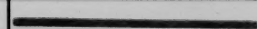
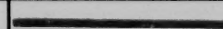
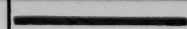
AGE GROUPS

MALES: 12-17	 25
18-30	 15
31-up	 18
FEMALES: 12-17	 33
18-30	 25
31-up	 29

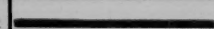
INCOME GROUPS

Upper and Middle	 22
Lower	 24

SIZE OF CITY

10,000 to 100,000	 27
100,000 to 500,000	 24
Over 500,000	 19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 24
Less Than Once a Week	 23

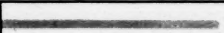
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

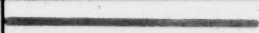
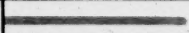
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Pat O'BRIEN

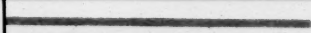
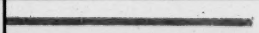
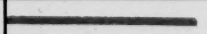
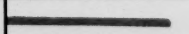
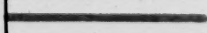
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 24
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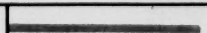
Upper Price Audit *	 22
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Males	 28
Females	 20

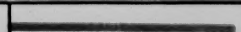
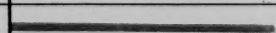
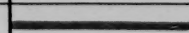
AGE GROUPS

MALES: 12-17	 34
18-30	 27
31-up	 26
FEMALES: 12-17	 21
18-30	 18
31-up	 22

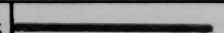
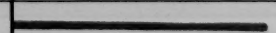
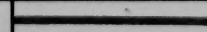
INCOME GROUPS

Upper and Middle	 21
Lower	 26

SIZE OF CITY

10,000 to 100,000	 25
100,000 to 500,000	 29
Over 500,000	 20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 28
Less Than Once a Week	 22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Donald O CONNOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	15
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Upper Price Audit *	14
---------------------	----

Males	16
Females	14

AGE GROUPS

MALES: 12-17	28
18-30	16
31-up	8
FEMALES: 12-17	26
18-30	13
31-up	8

INCOME GROUPS

Upper and Middle	12
Lower	17

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	15
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Maureen O HARA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	25
-------	----

Upper Price Audit *	25
---------------------	----

Males	22
Females	28

AGE GROUPS

MALES: 12-17	24
18-30	25
31-up	15
FEMALES: 12-17	41
18-30	28
31-up	20

INCOME GROUPS

Upper and Middle	23
Lower	26

SIZE OF CITY

10,000 to 100,000	27
100,000 to 500,000	25
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	26
Less Than Once a Week	20

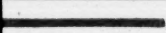
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

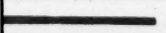
* For Explanation of Upper Price Audit see last page of this report.

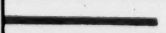
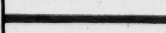
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Dennis O'KEEFE

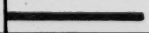
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 18
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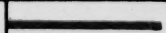
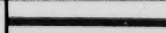
Upper Price Audit *	 16
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Males	 17
Females	 19

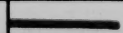
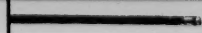
AGE GROUPS

MALES: 12-17	 27
18-30	 19
31-up	 7
FEMALES: 12-17	 32
18-30	 16
31-up	 15

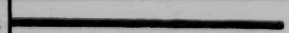
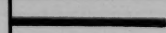
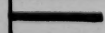
INCOME GROUPS

Upper and Middle	 17
Lower	 19

SIZE OF CITY

10,000 to 100,000	 12
100,000 to 500,000	 20
Over 500,000	 21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 30
Once a Week	 17
Less Than Once a Week	 10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

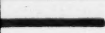
* For Explanation of Upper Price Audit see last page of this report.

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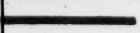
Sir Laurence OLIVIER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

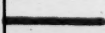
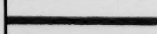
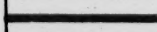
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 12
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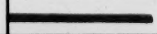
Upper Price Audit *	 14
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Males	 9
Females	 15

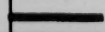
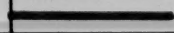
AGE GROUPS

MALES: 12-17	 3
18-30	 11
31-up	 11
FEMALES: 12-17	 8
18-30	 17
31-up	 17

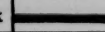
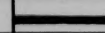
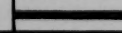
INCOME GROUPS

Upper and Middle	 16
Lower	 9

SIZE OF CITY

10,000 to 100,000	 6
100,000 to 500,000	 10
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

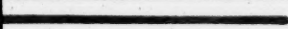
More Than Once a Week	 11
Once a Week	 12
Less Than Once a Week	 13

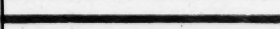
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

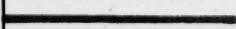
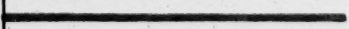
* For Explanation of Upper Price Audit see last page of this report.

Larry PARKS

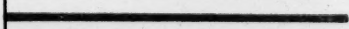
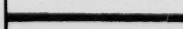
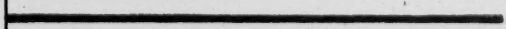
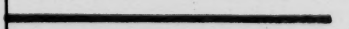
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		32
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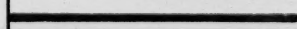
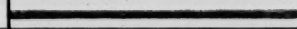
Upper Price Audit *		31
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Males		26
Females		38

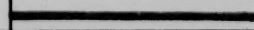
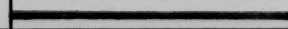
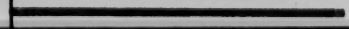
AGE GROUPS

MALES: 12-17		38
18-30		25
31-up		20
FEMALES: 12-17		55
18-30		36
31-up		30

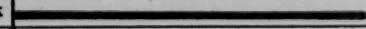
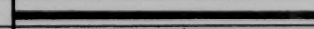
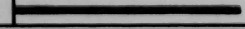
INCOME GROUPS

Upper and Middle		32
Lower		32

SIZE OF CITY

10,000 to 100,000		27
100,000 to 500,000		31
Over 500,000		37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		39
Once a Week		34
Less Than Once a Week		25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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John PAYNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	24
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Upper Price Audit *	23
---------------------	----

Males	20
Females	28

AGE GROUPS

MALES: 12-17	28
18-30	20
31-up	15
FEMALES: 12-17	41
18-30	27
31-up	20

INCOME GROUPS

Upper and Middle	22
Lower	26

SIZE OF CITY

10,000 to 100,000	24
100,000 to 500,000	23
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	25
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Gregory PECK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	49
-------	----

Upper Price Audit *	51
---------------------	----

Males	41
Females	57

AGE GROUPS

MALES: 12-17	44
18-30	44
31-up	34
FEMALES: 12-17	63
18-30	59
31-up	50

INCOME GROUPS

Upper and Middle	52
Lower	47

SIZE OF CITY

10,000 to 100,000	45
100,000 to 500,000	45
Over 500,000	55

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	53
Once a Week	50
Less Than Once a Week	45

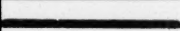
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

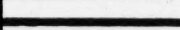
* For Explanation of Upper Price Audit see last page of this report.

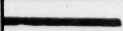
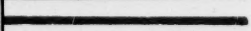
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Susan PETERS

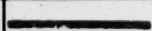
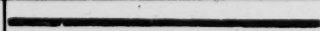
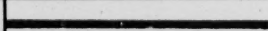
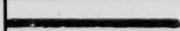
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 20
-------	--

Upper Price Audit *	 20
---------------------	--

Males	 13
Females	 27

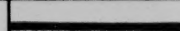
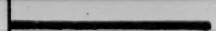
AGE GROUPS

MALES: 12-17	 11
18-30	 16
31-up	 10
FEMALES: 12-17	 35
18-30	 29
31-up	 19

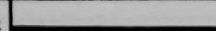
INCOME GROUPS

Upper and Middle	 21
Lower	 19

SIZE OF CITY

10,000 to 100,000	 17
100,000 to 500,000	 20
Over 500,000	 22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 23
Once a Week	 21
Less Than Once a Week	 17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Walter PIDGEON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	36
-------	----

Upper Price Audit *	38
---------------------	----

Males	30
Females	42

AGE GROUPS

MALES: 12-17	24
18-30	29
31-up	35
FEMALES: 12-17	39
18-30	42
31-up	44

INCOME GROUPS

Upper and Middle	40
Lower	33

SIZE OF CITY

10,000 to 100,000	33
100,000 to 500,000	33
Over 500,000	40

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	36
Less Than Once a Week	35

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Dick POWELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		24
-------	--	----

Upper Price Audit *		22
---------------------	--	----

Males		27
Females		21

AGE GROUPS

MALES:			
12-17		37	
18-30		25	
31-up		24	
FEMALES:			
12-17		29	
18-30		19	
31-up		19	

INCOME GROUPS

Upper and Middle		22
Lower		25

SIZE OF CITY

10,000 to 100,000		24
100,000 to 500,000		25
Over 500,000		23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		28
Once a Week		25
Less Than Once a Week		20

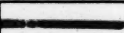
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

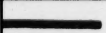
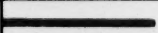
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Jane POWELL

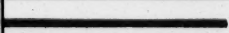
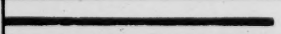
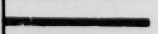
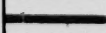
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 14
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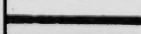
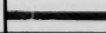
Upper Price Audit *	 9
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Males	 11
Females	 17

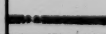
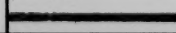
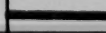
AGE GROUPS

MALES: 12-17	 25
18-30	 8
31-up	 7
FEMALES: 12-17	 30
18-30	 16
31-up	 11

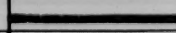
INCOME GROUPS

Upper and Middle	 15
Lower	 13

SIZE OF CITY

10,000 to 100,000	 11
100,000 to 500,000	 19
Over 500,000	 12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 16
Once a Week	 19
Less Than Once a Week	 9

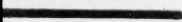
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

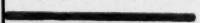
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William POWELL

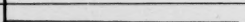
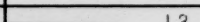
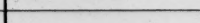
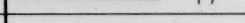
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		20
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Upper Price Audit *		22
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Males		21
Females		19

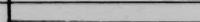
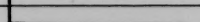
AGE GROUPS

MALES: 12-17		17
18-30		19
31-up		26
FEMALES: 12-17		13
18-30		17
31-up		26

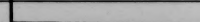
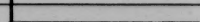
INCOME GROUPS

Upper and Middle		23
Lower		18

SIZE OF CITY

10,000 to 100,000		18
100,000 to 500,000		22
Over 500,000		20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		18
Once a Week		20
Less Than Once a Week		21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Tyrone POWER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	42
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Upper Price Audit *	41
---------------------	----

Males	36
Females	48

AGE GROUPS

MALES: 12-17	40
18-30	37
31-up	32
FEMALES: 12-17	56
18-30	49
31-up	42

INCOME GROUPS

Upper and Middle	39
Lower	44

SIZE OF CITY

10,000 to 100,000	39
100,000 to 500,000	43
Over 500,000	44

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	52
Once a Week	44
Less Than Once a Week	33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

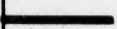
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Vincent PRICE

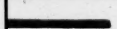
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

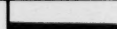
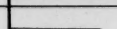
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 12
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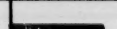
Upper Price Audit *	 13
---------------------	--

Males	 11
Females	 13

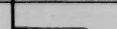
AGE GROUPS

MALES: 12-17	 13
18-30	 12
31-up	 8
FEMALES: 12-17	 14
18-30	 15
31-up	 10

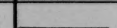
INCOME GROUPS

Upper and Middle	 14
Lower	 10

SIZE OF CITY

10,000 to 100,000	 8
100,000 to 500,000	 8
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 14
Once a Week	 12
Less Than Once a Week	 10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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George RAFT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	26
-------	----

Upper Price Audit *	24
---------------------	----

Males	33
Females	19

AGE GROUPS

MALES: 12-17	44
18-30	31
31-up	28
FEMALES: 12-17	20
18-30	19
31-up	19

INCOME GROUPS

Upper and Middle	21
Lower	30

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	28
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	28
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

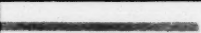
* For Explanation of Upper Price Audit see last page of this report.

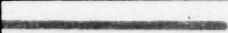
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Claude RAINS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

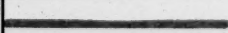
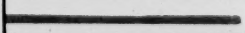
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	 22
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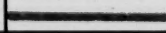
Upper Price Audit *	 25
---------------------	--

Males	 22
Females	 22

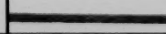
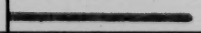
AGE GROUPS

MALES: 12-17	 15
18-30	 25
31-up	 22
FEMALES: 12-17	 13
18-30	 23
31-up	 26

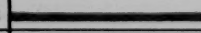
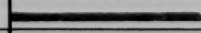
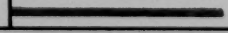
INCOME GROUPS

Upper and Middle	 27
Lower	 18

SIZE OF CITY

10,000 to 100,000	 18
100,000 to 500,000	 20
Over 500,000	 26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 21
Less Than Once a Week	 23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Martha RAYE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	10
-------	----

Upper Price Audit *	9
---------------------	---

Males	11
Females	9

AGE GROUPS

MALES: 12-17	13
18-30	10
31-up	12
FEMALES: 12-17	8
18-30	9
31-up	9

INCOME GROUPS

Upper and Middle	9
Lower	11

SIZE OF CITY

10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	12
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

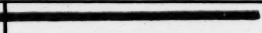
* For Explanation of Upper Price Audit see last page of this report.

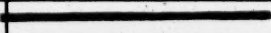
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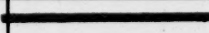
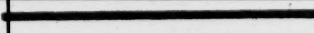
Ronald REAGAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

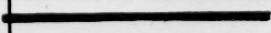
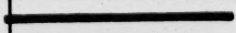
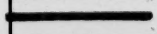
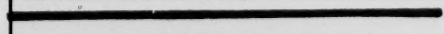
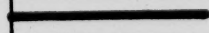
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Total		29
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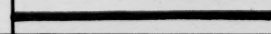
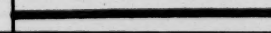
Upper Price Audit *		30
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Males		23
Females		35

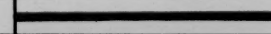
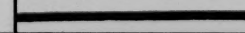
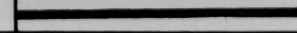
AGE GROUPS

MALES: 12-17		29
18-30		25
31-up		16
FEMALES: 12-17		48
18-30		38
31-up		22

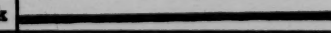
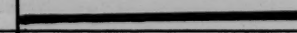
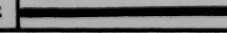
INCOME GROUPS

Upper and Middle		29
Lower		29

SIZE OF CITY

10,000 to 100,000		29
100,000 to 500,000		26
Over 500,000		31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

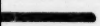
More Than Once a Week		35
Once a Week		31
Less Than Once a Week		23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

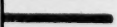
* For Explanation of Upper Price Audit see last page of this report.

Donna REED

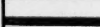
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 10
-------	--

Upper Price Audit *	 11
---------------------	--

Males	 8
Females	 12

AGE GROUPS

MALES: 12-17	 11
18-30	 10
31-up	 3
FEMALES: 12-17	 20
18-30	 12
31-up	 6

INCOME GROUPS

Upper and Middle	 12
Lower	 9

SIZE OF CITY

10,000 to 100,000	 10
100,000 to 500,000	 7
Over 500,000	 12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 14
Once a Week	 9
Less Than Once a Week	 8

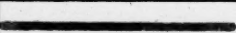
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

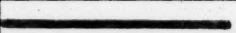
* For Explanation of Upper Price Audit see last page of this report.

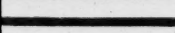
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Edward G. ROBINSON

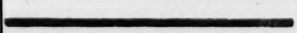
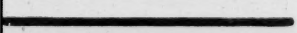
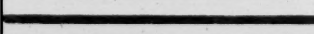
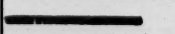
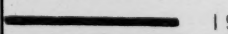
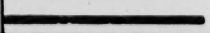
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 26
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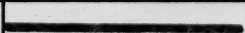
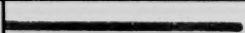
Upper Price Audit *	 25
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Males	 33
Females	 19

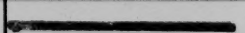
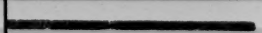
AGE GROUPS

MALES: 12-17	 32
18-30	 32
31-up	 35
FEMALES: 12-17	 15
18-30	 19
31-up	 22

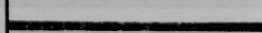
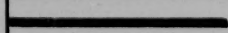
INCOME GROUPS

Upper and Middle	 26
Lower	 26

SIZE OF CITY

10,000 to 100,000	 25
100,000 to 500,000	 25
Over 500,000	 27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 27
Once a Week	 28
Less Than Once a Week	 24

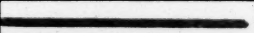
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

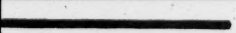
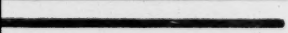
* For Explanation of Upper Price Audit see last page of this report.

Ginger ROGERS

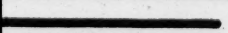
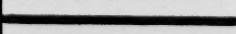
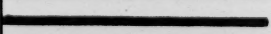
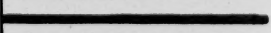
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 28
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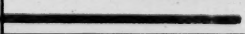
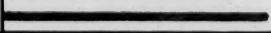
Upper Price Audit *	 27
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Males	 25
Females	 31

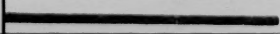
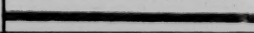
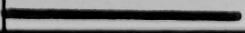
AGE GROUPS

MALES: 12-17	 24
18-30	 25
31-up	 26
FEMALES: 12-17	 38
18-30	 29
31-up	 29

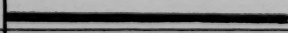
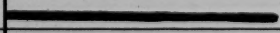
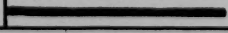
INCOME GROUPS

Upper and Middle	 26
Lower	 29

SIZE OF CITY

10,000 to 100,000	 30
100,000 to 500,000	 28
Over 500,000	 26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 31
Once a Week	 30
Less Than Once a Week	 24

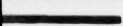
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Roy ROGERS

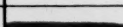
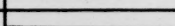
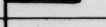
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 13
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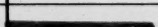
Upper Price Audit *	 9
---------------------	---

Males	 15
Females	 11

AGE GROUPS

MALES: 12-17	 32
18-30	 9
31-up	 13
FEMALES: 12-17	 19
18-30	 8
31-up	 10

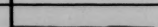
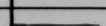
INCOME GROUPS

Upper and Middle	 9
Lower	 16

SIZE OF CITY

10,000 to 100,000	 18
100,000 to 500,000	 13
Over 500,000	 9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 15
Once a Week	 16
Less Than Once a Week	 10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Mickey ROONEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	26
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Upper Price Audit *	23
---------------------	----

Males	30
Females	22

AGE GROUPS

MALES: 12-17	48
18-30	25
31-up	26
FEMALES: 12-17	36
18-30	19
31-up	18

INCOME GROUPS

Upper and Middle	23
Lower	28

SIZE OF CITY

10,000 to 100,000	29
100,000 to 500,000	24
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	27
Less Than Once a Week	19

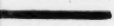
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

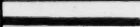
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Andy RUSSELL

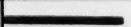
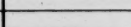
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 12
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Upper Price Audit *	 10
---------------------	--

Males	 9
Females	 15

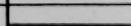
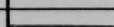
AGE GROUPS

MALES: 12-17	 13
18-30	 10
31-up	 5
FEMALES: 12-17	 31
18-30	 13
31-up	 7

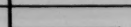
INCOME GROUPS

Upper and Middle	 9
Lower	 14

SIZE OF CITY

10,000 to 100,000	 10
100,000 to 500,000	 14
Over 500,000	 12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 18
Once a Week	 12
Less Than Once a Week	 8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

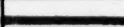
* For Explanation of Upper Price Audit see last page of this report.

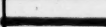
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Gail RUSSELL

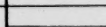
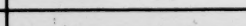
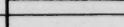
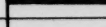
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS •
(This analysis is based on interviewing done in March, 1948)

Total	 14
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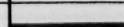
Upper Price Audit *	 14
---------------------	--

Males	 12
Females	 16

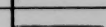
AGE GROUPS

MALES: 12-17	 14
18-30	 11
31-up	 11
FEMALES: 12-17	 26
18-30	 14
31-up	 12

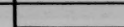
INCOME GROUPS

Upper and Middle	 13
Lower	 14

SIZE OF CITY

10,000 to 100,000	 15
100,000 to 500,000	 18
Over 500,000	 10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 20
Once a Week	 15
Less Than Once a Week	 9

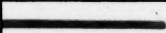
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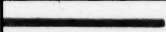
* For Explanation of Upper Price Audit see last page of this report.

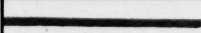
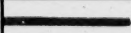
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Jane RUSSELL

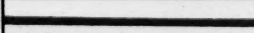
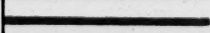
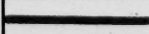
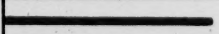
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 18
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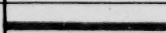
Upper Price Audit *	 18
---------------------	--

Males	 22
Females	 14

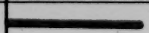
AGE GROUPS

MALES: 12-17	 28
18-30	 23
31-up	 16
FEMALES: 12-17	 23
18-30	 13
31-up	 9

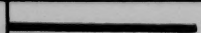
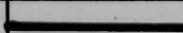
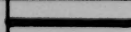
INCOME GROUPS

Upper and Middle	 18
Lower	 18

SIZE OF CITY

10,000 to 100,000	 22
100,000 to 500,000	 18
Over 500,000	 15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 21
Once a Week	 20
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Rosalind RUSSELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	28
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Upper Price Audit *	30
---------------------	----

Males	22
Females	34

AGE GROUPS

MALES: 12-17	16
18-30	21
31-up	27
FEMALES: 12-17	29
18-30	34
31-up	37

INCOME GROUPS

Upper and Middle	32
Lower	25

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	28
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	28
Less Than Once a Week	27

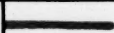
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

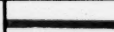
* For Explanation of Upper Price Audit see last page of this report.

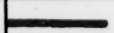
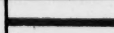
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Robert RYAN

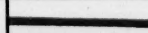
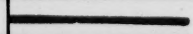
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 12
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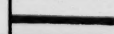
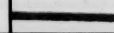
Upper Price Audit *	 13
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Males	 11
Females	 13

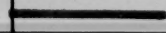
AGE GROUPS

MALES: 12-17	 16
18-30	 13
31-up	 4
FEMALES: 12-17	 20
18-30	 14
31-up	 6

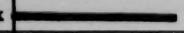
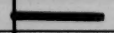
INCOME GROUPS

Upper and Middle	 12
Lower	 12

SIZE OF CITY

10,000 to 100,000	 9
100,000 to 500,000	 9
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 18
Once a Week	 10
Less Than Once a Week	 9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

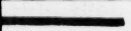
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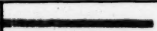
George SANDERS

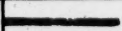
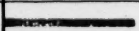
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

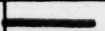
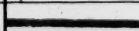
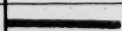
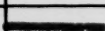
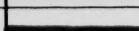
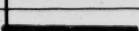
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		14
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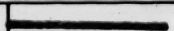
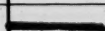
Upper Price Audit *		17
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Males		13
Females		15

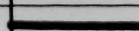
AGE GROUPS

MALES: 12-17		10
18-30		15
31-up		13
FEMALES: 12-17		11
18-30		17
31-up		15

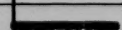
INCOME GROUPS

Upper and Middle		18
Lower		11

SIZE OF CITY

10,000 to 100,000		11
100,000 to 500,000		14
Over 500,000		16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		14
Once a Week		17
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Lizabeth SCOTT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 27
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Upper Price Audit *	 26
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Males	 22
Females	 32

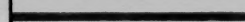
AGE GROUPS

MALES: 12-17	 24
18-30	 26
31-up	 15
FEMALES: 12-17	 44
18-30	 35
31-up	 19

INCOME GROUPS

Upper and Middle	 27
Lower	 27

SIZE OF CITY

10,000 to 100,000	 27
100,000 to 500,000	 27
Over 500,000	 27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 34
Once a Week	 28
Less Than Once a Week	 21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Randolph SCOTT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	27
-------	----

Upper Price Audit *	24
---------------------	----

Males	34
Females	20

AGE GROUPS

MALES: 12-17	48
18-30	32
31-up	28
FEMALES: 12-17	25
18-30	20
31-up	17

INCOME GROUPS

Upper and Middle	23
Lower	30

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	29
Over 500,000	23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	28
Less Than Once a Week	20

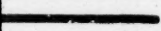
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

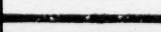
* For Explanation of Upper Price Audit see last page of this report.

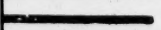
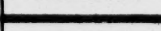
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Zachary SCOTT

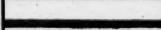
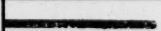
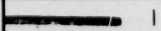
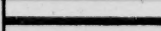
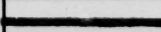
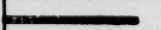
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 18
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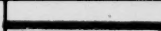
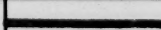
Upper Price Audit *	 19
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Males	 17
Females	 19

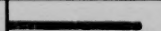
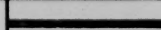
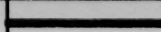
AGE GROUPS

MALES: 12-17	 23
18-30	 17
31-up	 13
FEMALES: 12-17	 23
18-30	 20
31-up	 15

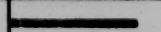
INCOME GROUPS

Upper and Middle	 18
Lower	 18

SIZE OF CITY

10,000 to 100,000	 15
100,000 to 500,000	 19
Over 500,000	 19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 21
Once a Week	 20
Less Than Once a Week	 14

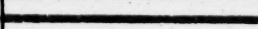
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

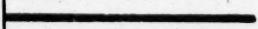
* For Explanation of Upper Price Audit see last page of this report.

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Ann SHERIDAN

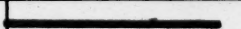
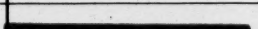
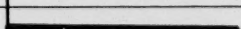
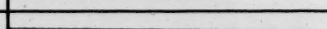
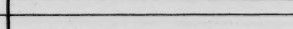
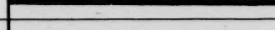
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		29
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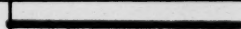
Upper Price Audit *		28
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Males		26
Females		32

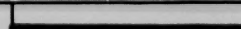
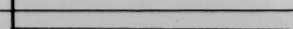
AGE GROUPS

MALES: 12-17		24
18-30		27
31-up		26
FEMALES: 12-17		35
18-30		32
31-up		30

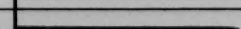
INCOME GROUPS

Upper and Middle		26
Lower		31

SIZE OF CITY

10,000 to 100,000		27
100,000 to 500,000		28
Over 500,000		31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		35
Once a Week		29
Less Than Once a Week		25

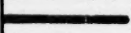
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

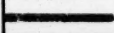
* For Explanation of Upper Price Audit see last page of this report.

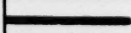
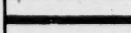
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Dinah SHORE

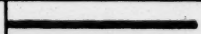
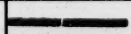
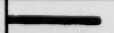
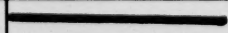
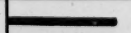
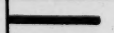
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		14
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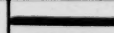
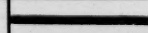
Upper Price Audit *		12
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Males		14
Females		14

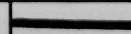
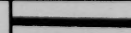
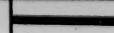
AGE GROUPS

MALES: 12-17		21
18-30		13
31-up		10
FEMALES: 12-17		24
18-30		12
31-up		10

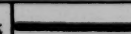
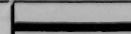
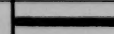
INCOME GROUPS

Upper and Middle		12
Lower		16

SIZE OF CITY

10,000 to 100,000		15
100,000 to 500,000		14
Over 500,000		13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		15
Once a Week		15
Less Than Once a Week		12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

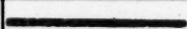
* For Explanation of Upper Price Audit see last page of this report.

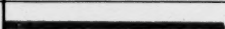
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Frank SINATRA

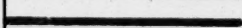
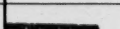
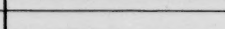
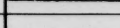
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948).

Total	 20
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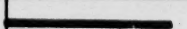
Upper Price Audit *	 20
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Males	 16
Females	 24

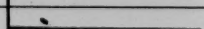
AGE GROUPS

MALES: 12-17	 26
18-30	 16
31-up	 10
FEMALES: 12-17	 40
18-30	 24
31-up	 13

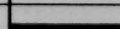
INCOME GROUPS

Upper and Middle	 18
Lower	 22

SIZE OF CITY

10,000 to 100,000	 19
100,000 to 500,000	 20
Over 500,000	 21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 27
Once a Week	 21
Less Than Once a Week	 14

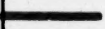
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

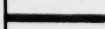
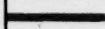
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Penny SINGLETON

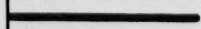
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		11
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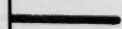
Upper Price Audit *		7
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Males		11
Females		11

AGE GROUPS

MALES: 12-17		21
18-30		9
31-up		8
FEMALES: 12-17		21
18-30		9
31-up		7

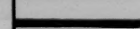
INCOME GROUPS

Upper and Middle		9
Lower		12

SIZE OF CITY

10,000 to 100,000		13
100,000 to 500,000		11
Over 500,000		9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		14
Once a Week		14
Less Than Once a Week		6

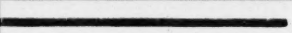
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

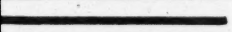
* For Explanation of Upper Price Audit see last page of this report.

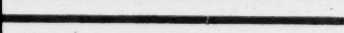
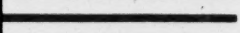
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Red SKELTON

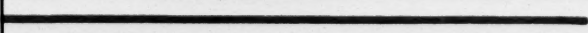
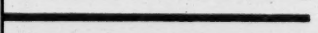
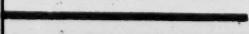
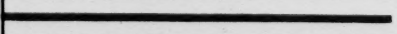
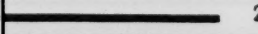
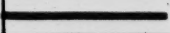
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		32
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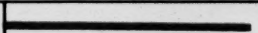
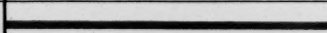
Upper Price Audit *		25
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Males		38
Females		26

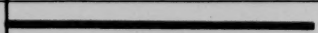
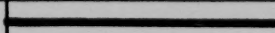
AGE GROUPS

MALES: 12-17		65
18-30		34
31-up		27
FEMALES: 12-17		43
18-30		24
31-up		18

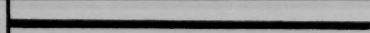
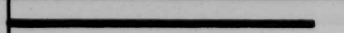
INCOME GROUPS

Upper and Middle		27
Lower		36

SIZE OF CITY

10,000 to 100,000		32
100,000 to 500,000		34
Over 500,000		30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		40
Once a Week		34
Less Than Once a Week		25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

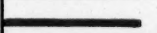
* For Explanation of Upper Price Audit see last page of this report.

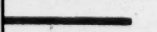
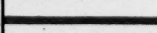
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Alexis SMITH

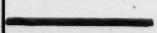
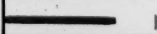
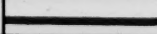
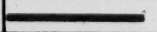
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 16
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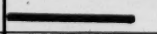
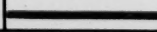
Upper Price Audit *	 15
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Males	 14
Females	 18

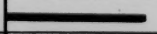
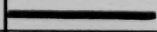
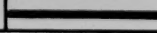
AGE GROUPS

MALES: 12-17	 13
18-30	 16
31-up	 12
FEMALES: 12-17	 26
18-30	 17
31-up	 15

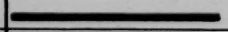
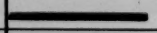
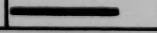
INCOME GROUPS

Upper and Middle	 14
Lower	 18

SIZE OF CITY

10,000 to 100,000	 15
100,000 to 500,000	 16
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 23
Once a Week	 15
Less Than Once a Week	 12

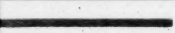
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

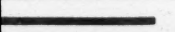
* For Explanation of Upper Price Audit see last page of this report.

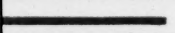
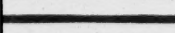
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Ann SOTHERN

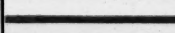
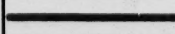
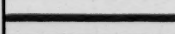
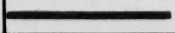
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 19
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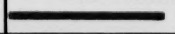
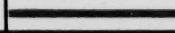
Upper Price Audit *	 17
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Males	 18
Females	 20

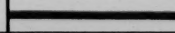
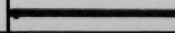
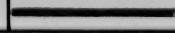
AGE GROUPS

MALES: 12-17	 22
18-30	 16
31-up	 18
FEMALES: 12-17	 25
18-30	 19
31-up	 18

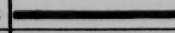
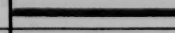
INCOME GROUPS

Upper and Middle	 17
Lower	 20

SIZE OF CITY

10,000 to 100,000	 19
100,000 to 500,000	 20
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 25
Once a Week	 20
Less Than Once a Week	 14

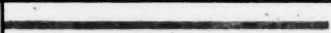
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

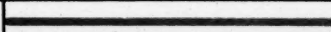
* For Explanation of Upper Price Audit see last page of this report.

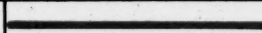
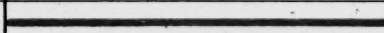
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Barbara STANWYCK

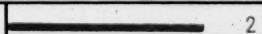
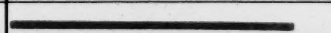
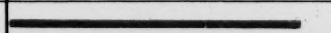
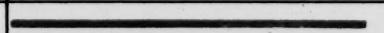
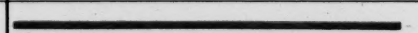
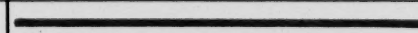
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 36
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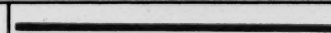
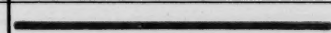
Upper Price Audit *	 37
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Males	 29
Females	 43

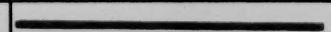
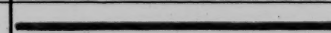
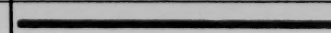
AGE GROUPS

MALES: 12-17	 21
18-30	 31
31-up	 32
FEMALES: 12-17	 39
18-30	 43
31-up	 46

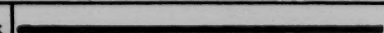
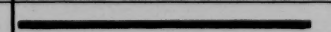
INCOME GROUPS

Upper and Middle	 37
Lower	 35

SIZE OF CITY

10,000 to 100,000	 34
100,000 to 500,000	 36
Over 500,000	 37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 40
Once a Week	 37
Less Than Once a Week	 32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

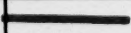
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Mark STEVENS

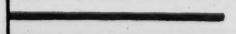
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 10
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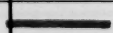
Upper Price Audit *	 9
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Males	 6
Females	 14

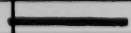
AGE GROUPS

MALES: 12-17	 9
18-30	 7
31-up	 3
FEMALES: 12-17	 24
18-30	 15
31-up	 6

INCOME GROUPS

Upper and Middle	 9
Lower	 11

SIZE OF CITY

10,000 to 100,000	 8
100,000 to 500,000	 9
Over 500,000	 13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 13
Once a Week	 12
Less Than Once a Week	 6

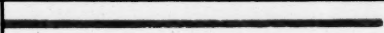
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

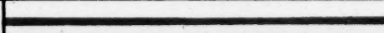
* For Explanation of Upper Price Audit see last page of this report.

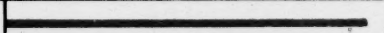
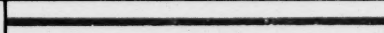
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James STEWART

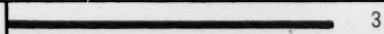
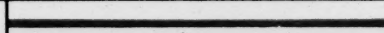
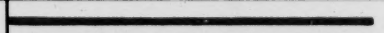
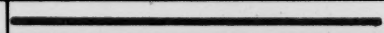
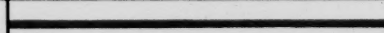
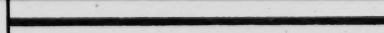
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 42
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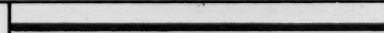
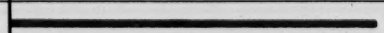
Upper Price Audit *	 44
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Males	 40
Females	 44

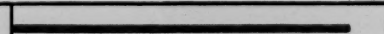
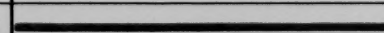
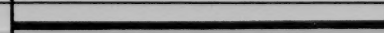
AGE GROUPS

MALES: 12-17	 36
18-30	 42
31-up	 40
FEMALES: 12-17	 41
18-30	 45
31-up	 44

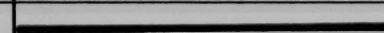
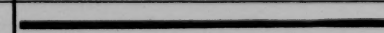
INCOME GROUPS

Upper and Middle	 45
Lower	 40

SIZE OF CITY

10,000 to 100,000	 37
100,000 to 500,000	 42
Over 500,000	 46

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 42
Once a Week	 43
Less Than Once a Week	 41

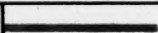
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

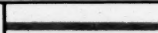
* For Explanation of Upper Price Audit see last page of this report.

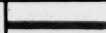
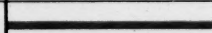
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Elizabeth TAYLOR

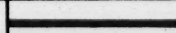
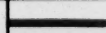
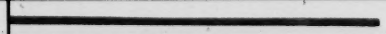
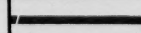
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 17
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Upper Price Audit *	 17
---------------------	--

Males	 11
Females	 23

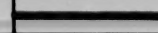
AGE GROUPS

MALES: 12-17	 19
18-30	 11
31-up	 6
FEMALES: 12-17	 41
18-30	 20
31-up	 15

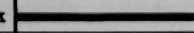
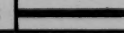
INCOME GROUPS

Upper and Middle	 16
Lower	 18

SIZE OF CITY

10,000 to 100,000	 16
100,000 to 500,000	 18
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 20
Once a Week	 21
Less Than Once a Week	 12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Robert TAYLOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	33
---------------------	----

Males	25
Females	41

AGE GROUPS

MALES: 12-17	26
18-30	25
31-up	24
FEMALES: 12-17	43
18-30	40
31-up	41

INCOME GROUPS

Upper and Middle	33
Lower	33

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	33
Over 500,000	34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	35
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Shirley TEMPLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	27
-------	----

Upper Price Audit *	22
---------------------	----

Males	20
Females	34

AGE GROUPS

MALES: 12-17	37
18-30	15
31-up	17
FEMALES: 12-17	54
18-30	26
31-up	33

INCOME GROUPS

Upper and Middle	24
Lower	29

SIZE OF CITY

10,000 to 100,000	30
100,000 to 500,000	28
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	29
Less Than Once a Week	21

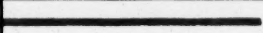
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

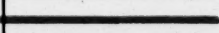
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Gene TIERNEY

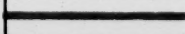
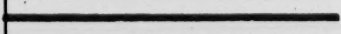
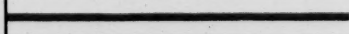
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		29
-------	---	----

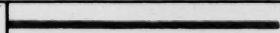
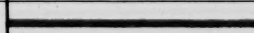
Upper Price Audit *		30
---------------------	---	----

Males		24
Females		34

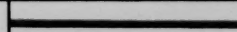
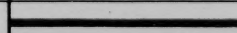
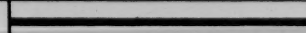
AGE GROUPS

MALES: 12-17		25
18-30		26
31-up		20
FEMALES: 12-17		37
18-30		38
31-up		26

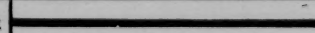
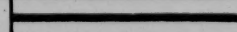
INCOME GROUPS

Upper and Middle		30
Lower		28

SIZE OF CITY

10,000 to 100,000		26
100,000 to 500,000		26
Over 500,000		33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		34
Once a Week		29
Less Than Once a Week		25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Franchot TONE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total	14
-------	----

Upper Price Audit *	15
---------------------	----

Males	11
Females	17

AGE GROUPS

MALES: 12-17	8
18-30	12
31-up	12
FEMALES: 12-17	14
18-30	18
31-up	16

INCOME GROUPS

Upper and Middle	15
Lower	13

SIZE OF CITY

10,000 to 100,000	12
100,000 to 500,000	15
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	14
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Spencer TRACY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	42
-------	----

Upper Price Audit *	45
---------------------	----

Males	43
Females	41

AGE GROUPS

MALES: 12-17	38
18-30	44
31-up	45
FEMALES: 12-17	29
18-30	42
31-up	48

INCOME GROUPS

Upper and Middle	44
Lower	40

SIZE OF CITY

10,000 to 100,000	40
100,000 to 500,000	41
Over 500,000	44

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41
Once a Week	42
Less Than Once a Week	43

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

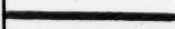
* For Explanation of Upper Price Audit see last page of this report.

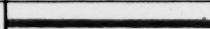
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Sonny. TUFTS

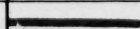
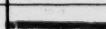
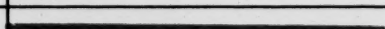
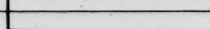
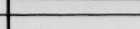
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 21
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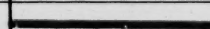
Upper Price Audit *	 19
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Males	 18
Females	 24

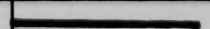
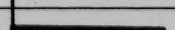
AGE GROUPS

MALES: 12-17	 34
18-30	 15
31-up	 12
FEMALES: 12-17	 42
18-30	 22
31-up	 15

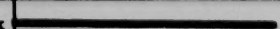
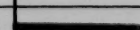
INCOME GROUPS

Upper and Middle	 17
Lower	 24

SIZE OF CITY

10,000 to 100,000	 21
100,000 to 500,000	 26
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 29
Once a Week	 23
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Lana TURNER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	33
-------	----

Upper Price Audit *	33
---------------------	----

Males	31
Females	35

AGE GROUPS

MALES: 12-17	33
18-30	34
31-up	25
FEMALES: 12-17	44
18-30	35
31-up	29

INCOME GROUPS

Upper and Middle	31
Lower	35

SIZE OF CITY

10,000 to 100,000	32
100,000 to 500,000	31
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	36
Less Than Once a Week	28

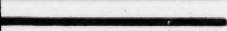
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

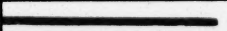
* For Explanation of Upper Price Audit see last page of this report.

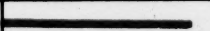
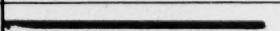
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Robert WALKER

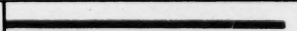
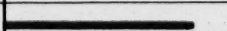
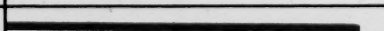
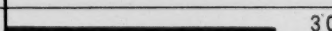
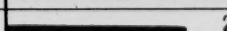
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 25
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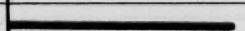
Upper Price Audit *	 24
---------------------	--

Males	 21
Females	 29

AGE GROUPS

MALES: 12-17	 31
18-30	 21
31-up	 15
FEMALES: 12-17	 39
18-30	 30
31-up	 20

INCOME GROUPS

Upper and Middle	 25
Lower	 25

SIZE OF CITY

10,000 to 100,000	 28
100,000 to 500,000	 23
Over 500,000	 25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 29
Once a Week	 23
Less Than Once a Week	 23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Fred WARING & PENNSYLVANIANS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

(This star not measured in March, 1948: analysis based on interviewing done in 1947)

Total	11
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Upper Price Audit *	13
---------------------	----

Males	11
Females	11

AGE GROUPS

MALES: 12-17	10
18-30	14
31-up	7
FEMALES: 12-17	13
18-30	11
31-up	10

INCOME GROUPS

Upper and Middle	12
Lower	10

SIZE OF CITY

10,000 to 100,000	14
100,000 to 500,000	10
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	12
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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John WAYNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	29
-------	----

Upper Price Audit *	27
---------------------	----

Males	32
Females	26

AGE GROUPS

MALES: 12-17	47
18-30	32
31-up	22
FEMALES: 12-17	34
18-30	27
31-up	18

INCOME GROUPS

Upper and Middle	24
Lower	32

SIZE OF CITY

10,000 to 100,000	31
100,000 to 500,000	30
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	30
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

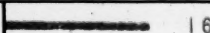
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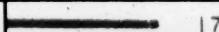
Orson WELLES

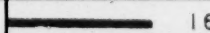
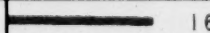
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1948)

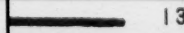
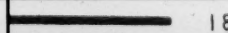
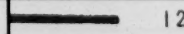
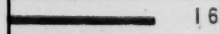
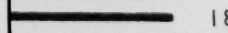
(This star not measured in March, 1948; analysis based on interviewing done in 1947)

Total		16
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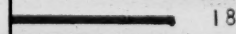
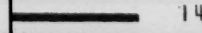
Upper Price Audit *		17
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Males		16
Females		16

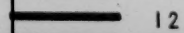
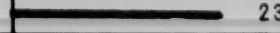
AGE GROUPS

MALES: 12-17		13
18-30		18
31-up		15
FEMALES: 12-17		12
18-30		16
31-up		18

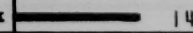
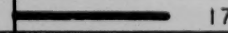
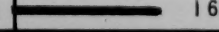
INCOME GROUPS

Upper and Middle		18
Lower		14

SIZE OF CITY

10,000 to 100,000		11
100,000 to 500,000		12
Over 500,000		23

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		14
Once a Week		17
Less Than Once a Week		16

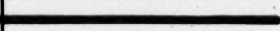
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

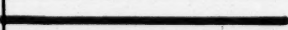
* For Explanation of Upper Price Audit see last page of this report.

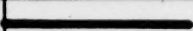
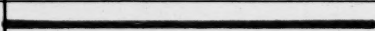
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Corneil WILDE

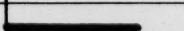
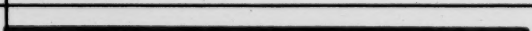
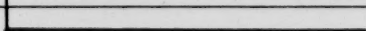
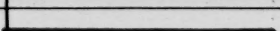
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		31
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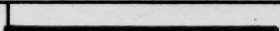
Upper Price Audit *		32
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Males		21
Females		41

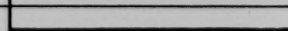
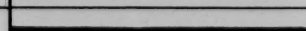
AGE GROUPS

MALES: 12-17		30
18-30		21
31-up		15
FEMALES: 12-17		58
18-30		40
31-up		30

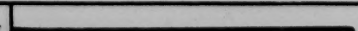
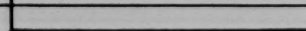
INCOME GROUPS

Upper and Middle		30
Lower		32

SIZE OF CITY

10,000 to 100,000		28
100,000 to 500,000		31
Over 500,000		33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		38
Once a Week		33
Less Than Once a Week		25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Esther WILLIAMS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	37
-------	----

Upper Price Audit *	35
---------------------	----

Males	34
Females	40

AGE GROUPS

MALES: 12-17	50
18-30	33
31-up	24
FEMALES: 12-17	65
18-30	37
31-up	28

INCOME GROUPS

Upper and Middle	35
Lower	38

SIZE OF CITY

10,000 to 100,000	36
100,000 to 500,000	40
Over 500,000	36

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	44
Once a Week	41
Less Than Once a Week	29

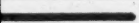
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

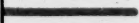
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Monty WOOLLEY

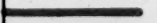
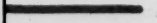
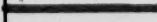
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		15
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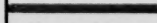
Upper Price Audit *		16
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Males		15
Females		15

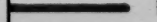
AGE GROUPS

MALES:		
12-17		17
18-30		15
31-up		15
FEMALES:		
12-17		15
18-30		13
31-up		17

INCOME GROUPS

Upper and Middle		17
Lower		13

SIZE OF CITY

10,000 to 100,000		13
100,000 to 500,000		19
Over 500,000		14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		15
Once a Week		15
Less Than Once a Week		15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

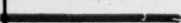
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Teresa WRIGHT

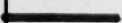
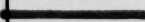
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		16
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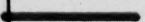
Upper Price Audit *		16
---------------------	---	----

Males		12
Females		20

AGE GROUPS

MALES: 12-17		11
18-30		13
31-up		11
FEMALES: 12-17		22
18-30		22
31-up		16

INCOME GROUPS

Upper and Middle		18
Lower		15

SIZE OF CITY

10,000 to 100,000		14
100,000 to 500,000		14
Over 500,000		19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		17
Once a Week		15
Less Than Once a Week		16

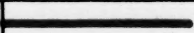
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

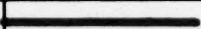
* For Explanation of Upper Price Audit see last page of this report.

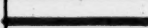
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Jane WYMAN

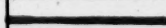
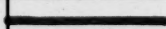
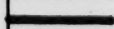
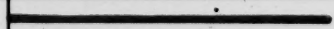
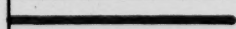
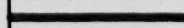
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	 21
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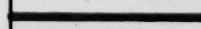
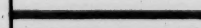
Upper Price Audit *	 22
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Males	 16
Females	 26

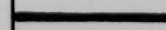
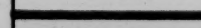
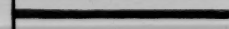
AGE GROUPS

MALES: 12-17	 18
18-30	 18
31-up	 12
FEMALES: 12-17	 36
18-30	 25
31-up	 20

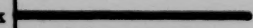
INCOME GROUPS

Upper and Middle	 21
Lower	 21

SIZE OF CITY

10,000 to 100,000	 17
100,000 to 500,000	 22
Over 500,000	 24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 26
Once a Week	 22
Less Than Once a Week	 16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

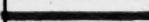
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Keenan WYNN

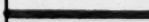
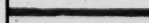
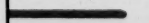
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		16
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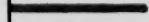
Upper Price Audit *		17
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Males		19
Females		13

AGE GROUPS

MALES: 12-17		20
18-30		22
31-up		13
FEMALES: 12-17		18
18-30		13
31-up		9

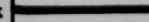
INCOME GROUPS

Upper and Middle		17
Lower		15

SIZE OF CITY

10,000 to 100,000		10
100,000 to 500,000		15
Over 500,000		21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		19
Once a Week		17
Less Than Once a Week		13

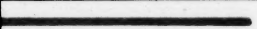
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

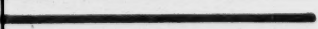
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Loretta YOUNG

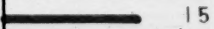
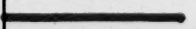
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total		28
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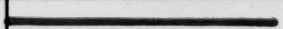
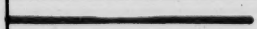
Upper Price Audit *		29
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Males		21
Females		35

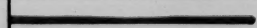
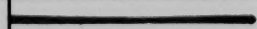
AGE GROUPS

MALES: 12-17		15
18-30		20
31-up		27
FEMALES: 12-17		32
18-30		34
31-up		38

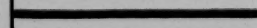
INCOME GROUPS

Upper and Middle		30
Lower		27

SIZE OF CITY

10,000 to 100,000		27
100,000 to 500,000		27
Over 500,000		30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		28
Once a Week		30
Less Than Once a Week		27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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Robert YOUNG

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1948)

Total	28
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Upper Price Audit *	27
---------------------	----

Males	27
Females	29

AGE GROUPS

MALES: 12-17	26
18-30	26
31-up	28
FEMALES: 12-17	32
18-30	27
31-up	30

INCOME GROUPS

Upper and Middle	28
Lower	28

SIZE OF CITY

10,000 to 100,000	25
100,000 to 500,000	27
Over 500,000	31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	30
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group as a whole pays an average price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.